

Publishers' Weekly

THE AMERICAN
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The American Literary Gazette and Publishers' Circular.

[ESTABLISHED 1852.]

Published by the R. R. BOWKER COMPANY. R. R. BOWKER, *President and Treasurer*, FREMONT RIDER, *Secretary*.

PUBLICATION OFFICE, 241 WEST 37TH STREET, NEW YORK

Entered at the Post Office at New York, N. Y., as second-class matter

VOL. LXXXIX., No. 7 NEW YORK, February 12, 1916 WHOLE No. 2297

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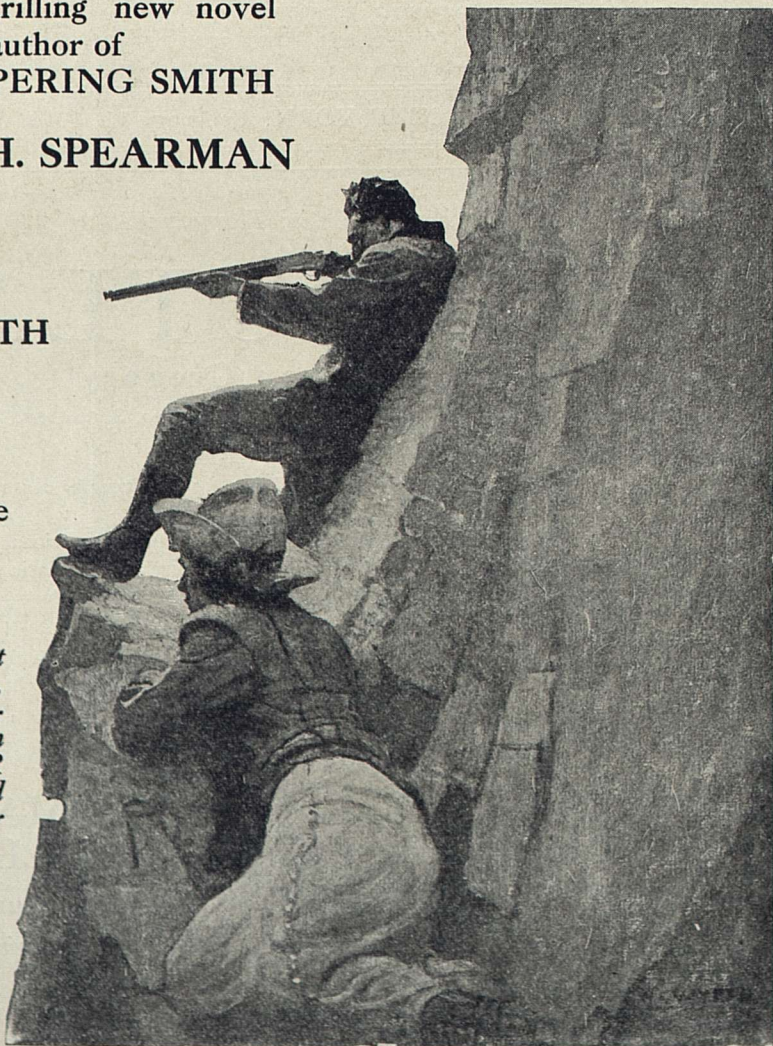
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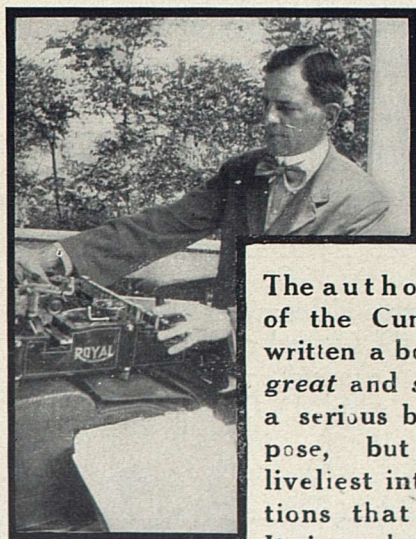
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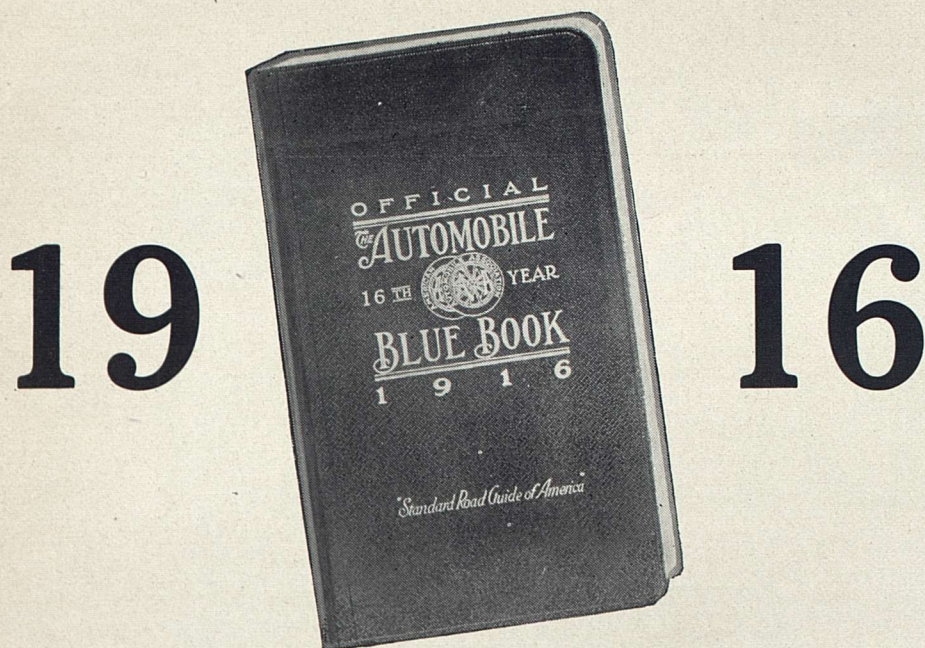


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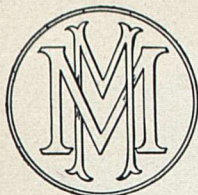
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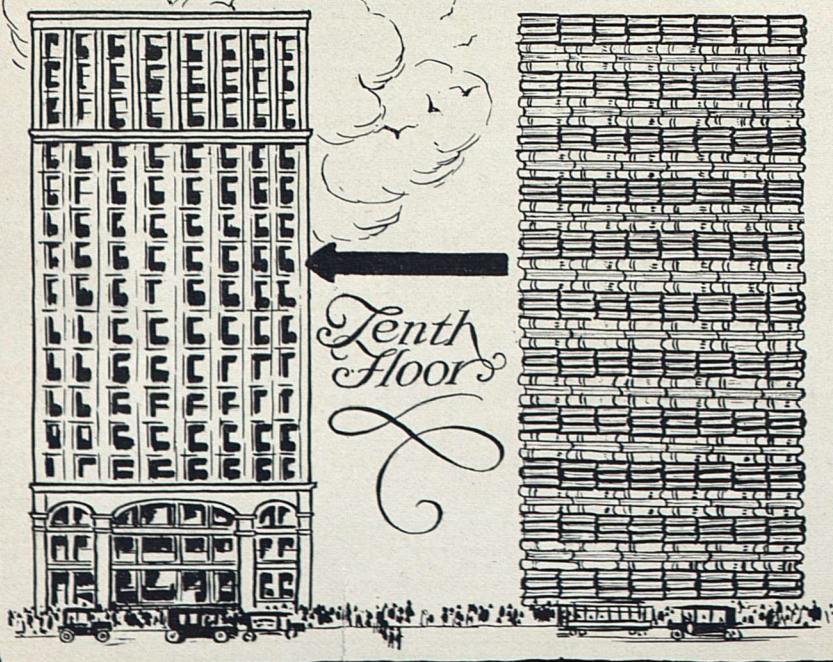
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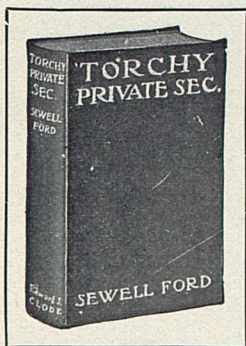
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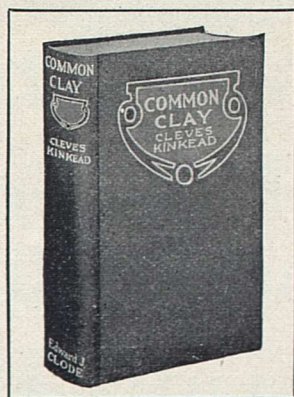


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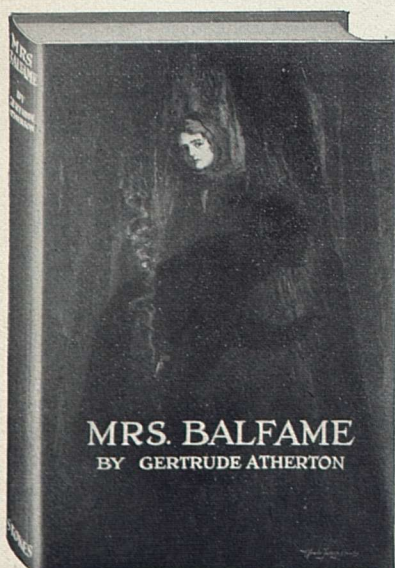


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Publishers FREDERICK A. STOKES COMPANY New York

The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

February 12, 1916

The Editor is not responsible for the views expressed in contributed articles or communications.

Publishers should send books promptly for weekly record and descriptive annotation, if possible, in advance of publication.

For subscription and advertising rates see first page of Classified Advertising.

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

"PLAYING" THE PROSPECT.

ALIKE as retail and wholesale selling are in many particulars, they are in one respect fundamentally different. The retail buyer goes into a store more or less ready to buy—at least in the buying mood: the traveling man strikes the retailer often not merely not in a buying mood but extremely annoyed at any suggestion of such an indiscretion!

Proprietors of retail establishments have been known who lacked personally almost every quality of salesmanship, but who nevertheless managed to extract a living from their businesses. The traveling salesman, on the other hand, would he succeed, must know and practice every art and finesse of his trade.

Take just this one question of the handling of the recalcitrant buyer. How sadly often does the salesman meet with the rebuke, "Too busy to see you now," a rebuff, however politely expressed—and many times it is anything but polite—that instinctively arouses antagonism. The wily salesman has here a Scylla and Charybdis to steer between. "Too busy" is a sort of first instinctive excuse: the salesman who lets it lie too easily will lose some trade.

Yet, on the other hand, attempting to force a hearing is just about the worst tactics possible. It insinuates first that your customer is lying and second that your errand and time are more important than his—neither conclusion being one to put him in a friendly and receptive frame of mind.

Of course, there is another side. Many or most publishers make a practice of sending advance notification to booksellers of the prospective coming of their travelers. Many booksellers, however, do not take the courtesy to notify them that they will be unable to receive them or that they do not wish to

buy possibly until a later date. Other buyers make appointments to see traveling men and break them without compunction. A New York salesman on his way back from the Middle West received a wire from his house to drop off to see a regular customer who had stated by letter to the house that he desired to place at once (it was late) his spring order. It was early on a Saturday morning; the salesman had hoped to be "home" over the week end, but cheerfully he stopped off. The book store buyer sent out the "too busy" story, and actually kept that salesman tied up in town till Monday morning before he would see him. Another salesman was held over three days last summer to see a certain bookseller and then told that the latter did not wish to buy "until August fifteenth." What wonder that traveling salesmen learn to appreciate the virtues of Job!

For, of the patron saints of the salesman, Job is certainly one of the chiefest. His not to make reply, his not to get "peevish" or disgruntled at any rebuff, no matter how unmerited. To maintain his good nature undimmed is to maintain at par one of his best assets. Not infrequently the dealer who "throws you down cold" is secretly a little ashamed of himself: keep your temper and next time he will make buying amends. But get sore, and you promptly make future business dealings difficult if not impossible.

Of course, there was a time when Job's patience temporarily ran out; and there are men in every trade so cantankerous that they do not know enough to appreciate being treated decently. Fortunately they are marked thereby: the traveler generally knows in advance what to expect of them and guides himself accordingly. And otherwise the rule holds good: uniform cordiality.

WITH this issue the PUBLISHERS' WEEKLY inaugurates—or rather revives after many years' interim—the regular publication of a weekly list of forthcoming books. This is a feature which has been frequently asked for by booksellers and it is hoped will prove of assistance to them as supplementing our Fall and Spring Announcement Lists. It has been our aim to cover the advance announcements of the most notable forthcoming books in Literary and Trade Notes but we have always been hampered there by the obvious limitations of space. The new Forthcoming Books department should therefore serve in a measure as a supplement to Literary and Trade

Notes. It is not intended that this list should be complete, but it is hoped to include in it, with the co-operation of the various publishers, all books of general trade importance. It is planned to announce each week the books to appear during each of the following two weeks. Entries will necessarily be brief: author, title, price, publisher. As no mention can be made of titles which reach us undated, publishers' publicity departments are urged to date all announcements sent us for this list—the exact date whenever possible, otherwise the week of publication as “Week beginning February 21st.” It will much facilitate the accuracy of the list if copy for this list is sent in with complete data and in the form

in which it is printed. Its completeness, and resulting value, of course, depend very largely upon the co-operation which our friends, the publishers, afford us in its compilation. In a number of cases we have already arranged with publishers to be supplied monthly or oftener with the complete typewritten schedules of forthcoming titles and dates of publications used in their own internal administrations. If all publishers will co-operate with us in this way our own editorial problems will be simplified and the value of the list to the retail trade greatly enhanced. We shall be interested to receive from our readers any comment—either by way of commendation or criticism—upon this new feature of the WEEKLY.

BIBLIOGRAPHICAL NOTES.

PERCY I. MARKS, of the Shakespeare Society of New South Wales, has just published a bibliography of books, pamphlets, magazine articles, etc., printed in Australia and New Zealand dealing with Shakespeare and his works. Under the title of “Australian Shakespeareana” it will be issued by Tyrell's Ltd., Sydney, N. S. W.

CATALOGUES OF NEW AND SECOND-HAND BOOKS.

Edw. Baker, Birmingham, Eng., 14-16 John Bright St. Catalogue containing miscellaneous works on history, science, art, biography (etc.) (No. 354; 624 titles.)

W. W. Blake, Mexico City, Avenida 16 de Setiembre 13. Monthly list of books. (No. 33; 6058-6262 titles.)

F. A. Brockhaus, Leipzig, Querstr. 16. Monthly list of important new publications. (No. 11.)

Cadmus Book Shop, New York, 150 W. 34th St. Catalogue of an important collection of Americana from private collections. (No. 38; 2164 titles.)

Wm. J. Campbell, Philadelphia, 1623 Chestnut St. Catalogue of a library, mostly of Americana. (No. 46; 443 titles.)

Francis Edwards, London, W., 83 High St., Marylebone. Catalogue: Books, engravings, etc., relating to Africa [etc.]. (No. 357; 1199 items.)

—Selection of standard literature. (No. 358; 415 titles.)

—Sports, travel, natural history, etc. (144 titles.)

John Grant, Edinburgh, 31 George IV. Bridge. Catalogue of latest purchases of remainders and new books. (Dec. '15.)

Henry Gray, London, 1 Churchfield Rd. E., Acton. Gray's Canadian-catalogue: Books, pamphlets, maps, etc. (No. 2.)

—Gray's catalogue of Americana, consisting of books, periodicals, pamphlets, maps. (Amer. Cat., No. 10, Pt. 3.)

George Harding, London, N. C., 64 Great Russell St., Bloomsbury. Catalogue of a collection of interesting old and modern books comprising law, records, [etc.]. (New Ser., No. 210; 764 items.)

Otto Harrassowitz, Leipzig, Querstr. 14. Bücher-Katalog: Slavica sprachen und literatur, geschichte und kulturgeschichte der Slavischen völker. (No. 370; 2863 titles.)

John Heise, Syracuse, N. Y. List of autograph letters, documents, etc. (No. 163; 143 items.) (No. 165; 142 items.) (No. 167; 138 items.)

—Autograph bargains at \$1 ea. (No. 164; 198 items. No. 108; 200 items.)

—Special bargain list of autographs at 50 c. each. (No. 170; 340 titles.)

Henry E. Heynes, Cheltenham, Bredon View, St. Mark's. Catalogue of attractive books. (No. 45; 244 titles.)

Chas Higham & Son, London, E. C., 27 a Farringdon St. Catalogue of theological philosophical and miscellaneous literature. (No. 541; 1483 titles.)

A. J. Huston, Portland, Me., 92 Exchange St. Catalogue: List of session laws, statutes and codes, house and senate journals [etc.]. (No. 21; 132 titles.)

G. Le Mallier, Paris, 33 rue de Châteaudun. Le correspondant des bibliophiles français et étrangers—livres anciens et modernes. (No. 290; 591 titles.)

Library Bk. Co., New York, 167 Broadway. Catalogue: Americana, art (etc.). (No. 2.)

Jos. McDonough Co., Albany, N. Y., 73 Hudson Ave. Catalogue of old, rare and curious books. (No. 325; 326 titles.)

Maggs Bros., London, 109 Strand. Catalogue of engravings, etchings and drawings. (No. 342; 421 items.)

A. Maurice & Co., London, W. C., 23 Bedford St. Catalogue of books including choice extra-illustrated books. (No. 224; 232 titles.)

Noah Farnham Morrison, Elizabeth, N. J., 314-318 W. Jersey St. Catalogue: Rare and readable books. (No. 154; 3258 titles.)

Myers & Co., London, W. C., 59 High Holborn. Illustrated catalogue of rare books including numerous choice examples of early bindings (etc.). (No. 210; 291 items.)

Bernard Quaritch, London, 11 Grafton St. Catalogue: Books on natural history, Pt. 2. (No. 340; 4161 titles.)

Spring Lines of the Publishers and Some of the Men Who Will Show Them

Information for the trade of the territory covered by the travelers of whom we have been able to collect data, with short sketches, of some of them and a brief description of the lines carried by them. These descriptions have given special emphasis to the so-called "competitive" lines, the cheaper series, "rebinds," "juvenile series" and novelties, though notice has also been given of other books which their publishers intend specially to push. In cases where no mention is found the information was not forthcoming from the publishers.

THE ABINGDON PRESS have a varied spring list, on which the following are the principal items: "Seventeen Years in the Underworld" by Wellington Scott, the true story of one who was for seventeen years a criminal; "In the Valley of Decision" by Lynn Harold Hough, suited to young people in the "teen" years, setting forth the motive, method and outcome of wise decisions; "Blossomy Cottage" by Montanye Perry, a simple story of love and loving endeavor; "Fares, Please and Other Essays on Practical Themes" by Holford E. Luccock; "Sunday School Officers' Manual" by Frank L. Brown; "To Emmaus and Back," a poetical description, suitable as an Easter gift, by J. Frank Stout; "Six Fools" by Rollo F. Hurlburt, a series of ethical essays designed to show the folly of certain courses of living; "Biographical and Literary Studies" by Charles Joseph Little, estimates of such notable personalities as Paul, Dante, Hildebrand, Luther, Tennyson, Ibsen and others; "Twelve Gates" by James H. Snowden; "Missions versus Militarism" by Richard Taylor Stevenson; "The Making of the Bible" by S. M. Vernon; "Hugh Graham," a tale of the pioneers of Virginia, by Frank S. Townsend; "Rhythmic Studies of the Word" by James M. Cavaness; and "Francis Asbury, the Prophet of the Long Road" by Ezra Squier Tipple," appearing at the psychological moment—the centenary of Asbury's death.

Travelers: Richard Wegener; F. M. Harris; F. Foss Crawford.

D. APPLETON & COMPANY make the following announcements: In fiction: "The Black Eagle Mystery" by Geraldine Bonner; "The Better Man" by Robert W. Chambers; "The Fall of a Nation" by Thomas Dixon; "Rich Man, Poor Man" by Maximilian Foster; "The Winged Victory" by Sarah Grand; "Mary-Gusta" by Joseph C. Lincoln; "A Warwickshire Lad" by George Madden Martin; "The Golden Hope" by Grace S. Mason and J. N. Hilliard; "We Three" by Gouverneur Morris; "Mary Rose of Mifflin" by Frances R. Sterrett; "The Sign of Freedom" by Arthur Goodrich; "The Cruise of the *Jasper B*" by Don Marquis; and "Uneasy Money" by Pelham G. Wodehouse. In juveniles: "The Shades of the Wilderness" by Joseph A. Altsheler; "The Keepers of the Trail" by Joseph A. Altsheler; "The Purple Pennant" by Ralph Henry Barbour; "Struggling Upward" by Sherwood Dowling; "Camp Castaway" by Charles C. Munn; "The Farm that Jack Built" by W. O. Stoddard, Jr.; "Making Good in the Village" by W. O. Stoddard, Jr.; "Don Strong of the

Wolf Patrol" by William Heyliger; and "T. Haviland Hicks, Junior" by J. Raymond Elderdice. Miscellaneous: "Uncle Sam's Soldiers" by Oscar P. Austin (new ed.); "France and the War" by J. Mark Baldwin; "The Book of Electricity" by A. Frederick Collins; "The Book of Magic" by A. Fred-



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erick Collins; "The Home Care of Sick Children" by Dr. Emelyn L. Coolidge; "The Theory of Steam Traction Engineering" by S. R. Eihginger and M. S. Hutton; "The Care and Culture of House Plants" by Hugh Findlay; "Woodrow Wilson: The Man and His Work" by Henry Jones Ford; "The Germans in Belgium" by L. H. Grondys; "Our Country's Flag and the Flags of Other Countries" by Edward S. Holden (new ed.);

"Interest Tables and Formulæ" by John G. Holden; "Let Us Go Afield" by Emerson Hough; "War Letters from France" by A. de Lapradelle; "The Book of Forestry" by Frederick F. Moon; "City Planning" edited by John Nolen; "Irrigation Management" by F. H. Newell; "Textiles" by Paul H. Nyström; "Your Boy and His Training" by Edwin Puller; "The Book of the Sailboat" by A. Hyatt Verrill; "The Book of the Motor Boat" by A. Hyatt Verrill; "The Real Story of the Whaler" by A. Hyatt Verrill; "The American Year Book" edited by Francis G. Wickware; "Through South America's Southland" by Rev. A. J. Zahm (A. J. Mozans); "The American Home Music Album" edited by Albert E. Wier; "The Recollections of a Royal Governess," Anonymous; "Contemporary Politics in the Far East" by Stanley K. Hornbeck; "Whale Hunting with a Gun and Camera" by Roy Chapman Andrews; "Home Medical Adviser" by Kenelm Winslow, M.D.; "The Photo Play" by Hugo Münsterberg; "Limes and Cements" by Ernest A. Dancaster; "Practical Electric Wiring" J. M. Sharp; "A Harvest of German Verse" by Margarete Münsterberg; and "Plantation Songs" by Ruth McEnery Stuart.

Travelers: Emil Heikel (large cities of the Middle West and Pacific coast); Paul Florin (the South and the balance of the West); Robert Brady (New England, New York and Pennsylvania); F. A. Clinch (Boston, Philadelphia and Canada).

THE BAKER & TAYLOR COMPANY.

Travelers: William S. McKeachie (New York City); Lester Egan and John K. Samson (Newark and other Jersey towns); William P. Glenney (Philadelphia); Oscar Neal (Texas); John N. Kleff (Colorado, Utah, Wyoming, Montana, Oregon, California and New Mexico); E. J. Dessery (northern Kansas, Missouri, southern Nebraska); J. A. McKenna (southern Kansas, Missouri, northern Arkansas, Oklahoma); L. Kleinfelder (Pennsylvania); J. H. Hills (New York State); E. J. McKean (Kansas City).

BARSE & HOPKINS will open a strong spring campaign with "Walt Mason, His Book," a choice selection of sparkling wit and quaint philosophy from this well-known popular writer of "prose poems." The juvenile line will be augmented with *The Go Ahead Boys*, a new series of five titles by Ross Kay, and three books by Everett T. Tomlinson, entitled "The Pennant," "Carl Hall of Tait," and "Captain Dan Richards." The popular *Big War Series* has one new title, and *The Big League Series* one title. *The Bobby Blake Series* for boys and the *Corner House Girls Series* for young folks from eight to twelve have each two new titles. The books for younger children from five to nine, initiated last year with the *Kneetime Animal Stories* and *The Traveling Bears Series*, will each have three new titles. Two fairy tales, not in series, are "The Prince Without a Country," by Mary Dickerson Donahey, author of "The Castle of Grumpy Grouch," and "The Land of Nod,"

by J. Walker McSpadden. A book for all hostesses is "Novel Suggestions for Social Occasions." There will also be a special edition of "The Greatest Thing in the World," by Henry Drummond. The success of the personal record books has inspired the "Girl's Memory Book," splendidly designed and printed in colors, "My Treasure Book," "Card Party Record Book," "Baby's Days," and a new ooze leather edition of "Babyhood Days." The anthologies—"To My Mother," "To My Dad," "To My Dear," "To My Pal," "To My Friend," "To My Home," and "Friendship"—will have new covers printed in colors in offset process. The new *Ardsey Series* contains thirty-five titles, bound in boards, with handsome cover printed in offset with box to match. The new *Bancroft Series* and the *Biltmore Series* are bound in fancy embossed paper covers. The *Greylock Series* is bound in Persian ooze leather, with colored picture inlay. The *Alexandria* two-volume sets are planned to meet the demand for holiday gift sets; they are bound in three styles—vellum, Persian ooze leather, and velvet calf—and boxed. The *Golden Books* and the *Savoy Series* each have three new titles. The *Finesse Classics* contain two new titles in cloth and Persian ooze. The *Day to Day Series* will be bound in a new offset cover, with printed box top to match. The ooze leather edition of the *Gems of Thought Series* will have black design stamping, with colored picture inlay. The familiar *Christmas Classics* will have a new offset cover, and each book will be enclosed in a special mailing box. The *Golden Thought Series* will have a new embossed paper cover, and the *Gem Birthday Books* will be bound in embossed leather in addition to the cloth binding, and will have two new titles. All of Barse & Hopkins leather books will continue to be bound with a patented tubular back which permits the full opening of the book without the possibility of breaking the binding. This is by special arrangement with James Pott & Co., who have used the binding successfully in the Bagster and Cambridge Bibles.

Travelers: John H. Hopkins; Charles B. Nourse; William Haldane; J. Harry Von Lange.

BRENTANO'S spring publications include "Russia, the Balkans and the Dardanelles" by Granville Fortescue, a record of battle pictures in Poland, of the military and political situation in the Balkans, and of personal observations in the Dardanelles; "The Great Temptation" by Richard Marsh; "The Furnace of Iron," a novel of modern Egypt by Andrew Firth; and "Troubled Tranton" by W. E. Norris.

A. L. BURT COMPANY'S leading fiction title is "The Patrol of the Sun Dance Trail" by Ralph Connor, followed by "Sunshine Jane" by Anne Warner, "The Tempting of Taver-nake" by E. Phillips Oppenheim, and "The Girl Who Lived in the Woods" by Marjorie Benton Cooke. February titles include "Cleck of Scotland Yard" by T. W. Hanshew, a

volume of well-known detective stories, "The Witness for the Defense" by A. E. W. Mason, "Unto Caesar" by Baroness Orczy, and a war story, "The Hoosier Volunteer" by Kate and Virgil D. Boyles. March 1st publications include, "Black is White" by George Barr McCutcheon, "A People's Man" by E. Phillips Oppenheim, "The Story of Marco" by the author of "Pollyanna," "The Rocks of Valpré" by Ethel M. Dell, "The Laughing Cavalier" by Baroness Orczy, "Shea of the Irish Brigade" by Randall Parrish, "The League of the Leopard" by Harold Bindloss, "The Island of the Stairs" by Cyrus Townsend Brady, "The Eye of Dread" by Payne Erskine, and "The Last Shot" by Frederick Palmer.

Travelers: Charles B. Steele (South and Pacific coast); Theodore A. Jasper (Central part of the United States, from Pittsburgh to Omaha, including Nebraska); Thomas J. McLaughlin (Northern section of United States, from Albany to Minneapolis and St. Paul); John C. Vose (New England, Philadelphia, Baltimore and Washington); McLeod and Allen (Canadian Provinces); Alfred Coleman (Western territory).

THE CENTURY COMPANY'S spring announcements include: "America's Foreign Relations," an important two-volume work by Prof. Willis Fletcher Johnson, dealing with every phase of one of the most vital and least known branches of our public polity; "The Cathedral Singer," a new novel in which James Lane Allen forsakes the Blue Grass country to tell a story whose setting is the new Cathedral of St. John the Divine in New York; "From Pillar to Post," the recollections of John Kendrick Bangs, dealing with his experiences as a traveling lecturer and reader; "C. F.," an informal biography of Charles Frohman, the great theatrical manager, by his right-hand man, John D. Williams; "Children of Hope," a new novel by Stephen Whitman, dealing with the artistic and amatory adventures of three beautiful American sisters in the old world; "The Case for the Filipinos," by Maximo M. Kalaw, a history of American sovereignty in the Philippines and a plea for Philippine independence; "John Bogardus," a new novel by George Agnew Chamberlain, author of "Through Stained Glass," the odyssey of a young man of unusual heredity and powers of experience, who takes to the road and finds, in a measure, both love and wisdom; "The Story of the Submarine," the history of the most fateful of the war machines, by Farnham Bishop, author of "Panama, Past and Present"; "The Imperial Impulse," background studies of the countries at war, by Samuel P. Orth; "The Harim and the Purdah, Studies of Oriental Women," by Elizabeth Cooper (Mrs. Clayton Sedgwick Cooper), intimate notes on the life of women in China, Japan, Egypt, India and Burmah; "Where the Path Breaks," by Captain Charles de Crespigny, a Poe-like romance of the great war; "By Motor to the Firing Line," by Walter Hale, the illustrated record of a well-known artist's observations along the front in

France; "The Writing on the Wall," a semi-official expression of army and navy opinion on the subject of American preparedness, by Eric Fisher Wood, author of "The Note-Book of an Attaché"; "Master Skylark," a dramatization in five acts of John Bennett's famous story of Shakespeare's England, by Edgar White Burrill; "Come Out of the Kitchen," a romance by Alice Duer Miller; and "The Foundations of the Ottoman Empire," by Herbert Adams Gibbons, author of "Paris Reborn," etc.

Travelers: George L. Wheelock, John F. Winters and Frederick W. Owen (special representative on the Pacific coast and west of Denver.)



JOHN F. WINTERS

Representing The Century Co.

JOHN F. WINTERS entered the book business during 1904 with The Macmillan Co. He was employed by them for eight years. During that time he advanced from stock clerk to traveler. In October, 1912, he resigned his position to join The Century Co. and since then has represented them in the territory east of Denver.

THOMAS Y. CROWELL COMPANY announces for the year 1915, "The Healing Power of Suggestion" by Charles R. Brown, "Picture Birthday Book for Boys and Girls" by Frank Cole, "Robinson Crusoe," complete edition with 210 illustrations by Gordon Robinson, "Stories About Bears" by Lilian Gask, "Boys' Book of Pirates" and "Story of Indian Mutiny" by Henry Gilbert, "Daddy Gander Rhymes" by Maude M. Hankins, "Reflections of a Cornfield Philosopher" by E. W. Helms, "Quiet Talks With the Family" by Charles E. Jefferson, *Poise and Power Series*, twelve volumes, leather, by Christian D. Larson, "Diary of a Bride," new and cheaper edition by H.

B. Martindell, "Making Life a Masterpiece," "Victorious Attitude" and "Selling Things" by Orison Swett Marden, "The Boy Settler, or Terry in the New West" by Edwin L. Sabin, "The Rose Child" by Johanna Spyri, "The Child's Pilgrim Progress" by H. G. Tunnickliff, "Boys' Life of Lord Kitchener" by Harold F. B. Wheeler, "Count of Monte Cristo," "Les Miserables" and "Two Years Before the Mast" in the *Luxembourg Illustrated Edition*. There will also be additions to the *Masterpiece Series*, and many new and attractive lines of presentation volumes in cloth and leather.

Travelers: William R. Spinney (Pacific Coast, New York City, Philadelphia, Washington); George R. Hobby (Boston, Pittsburgh, Chicago, Cleveland, St. Louis, Cincinnati, St. Paul, New York State and Canada); Frank C. Dixon (all of the South and portions of the West and New England); Ernest J. Bunce, (Pennsylvania, Middle States and Northwest).

CUPPLES & LEON COMPANY announce for publication April 15th: "Ned, Bob and Jerry at Boxwood Hall" by Clarence Young, in the *Motor Boys Series*; "Baseball Joe on the Giants," by Lester Chadwick, in the *Baseball Joe Series*; "The White Ribbon Boys of Chester" by Raymond Sperry, Jr.; "The Y. M. C. A. Boys of Cliffwood" by Brooks Henderley; and "The Motor Girls at Camp Surprise" by Margaret Penrose. In addition they have a new edition of Webster's New Century Dictionary, revised and reset entire, and printed from new plates, including the latest words and newest definitions according to eminent authorities. Especially notable are the titles listed for the Fall. A series of Bible stories, containing cross references and texts as helps in Bible study, is to be issued under the titles, "Wonderful Stories from the Old Testament" and "Wonderful Stories from the New Testament." Another book of special merit is "Courage and Consolation," consisting of a page for every day in the year, on which are classified under a suitable Bible text the greatest thoughts in literature on consolation and courage. In the *Ruth Fielding Series* are two new books, "Ruth Fielding in Moving Pictures" and "Ruth Fielding Down in Dixie." Others are "The White Ribbon Boys at Long Shore" by Raymond Sperry, Jr.; "The Y. M. C. A. Boys at Bass Island" by Brooks Henderley; "The Banner Boy Scouts Snowbound" by Geo. Warren; and "Dorothy Dale's Strange Discovery" by Margaret Penrose. Three new books are to be added to the *All About Series*—"All About Old Mother Goose," "All About Cinderella," and "All About Little Red Riding Hood." Cupples & Leon Company are still the United States agents for Dean & Son, London, and also the Dean Rag Book Company, London, and have numerous additions to both these well-known lines for the "kid-dies."

Travelers: W. M. Edwards (Coast States, large cities in West and East); M. F. Gallon (South, New England and Pennsylvania); C. W. Wallace (Middle West and New York State).

G. W. DILLINGHAM COMPANY has just issued "The Heel of War" by George B. McClellan, a series of first-hand observations and comments on conditions in Europe. This firm also announces "Common-sense Patriotism" by Dr. A. A. Warden (with foreword by Norman Angell) which is not a war book, but a portrayal of the mental attitude that made the war inevitable. Heading the forthcoming fiction is "The Diamond from the Sky" by Roy L. McCardell, based on the adventures of the claimants to the great diamond that fell from the sky embedded in a meteor; for the sequel to this story a \$10,000 cash prize is offered. "The Red Debt" by Everett MacDonald is a story of the Kentucky hill-feud region. "By Order of the Empress" by William Wallace Cook is a novel of continental intrigue and adventure. The manufacturing department of the G. W. Dillingham Company has been completely changed. Instead of small print, with as many lines as possible crowded on a page, the new books have clear typed, well spaced pages. Henceforth there will be no lurid jackets in color, but all jackets will bear uniform artistic design.

Traveler: F. A. Fogg.

DODD, MEAD & COMPANY are including in their spring list an unusually large number of novels. "Twilight" by Frank Danby, one of their leaders, is a story of visions under the influence of morphine, and a strange and tragic love tale. Berta Ruck, a pen-name for Mrs. Oliver Onions, has another novel this spring, "The Boy With Wings," a romance with an aeroplane adventure for a background. George Barr McCutcheon contributes a light spring novel, "The Light that Lies," the story of how a jurymen falls in love with the principal witness for the defense in spite of every appearance against her. Other good novels promised include: "Mr. and Mrs. Pierce" by Cameron Mackenzie, former editor of *McClure's Magazine*, a novel of the feverish life of a great city; a detective story of scientific crime and its elucidation, "Behind the Bolted Door" by Arthur E. McFarlane, which ran in *Every Week* this winter; "The Woman Who Killed" by Jules Bois, a Frenchman now in this country on a diplomatic mission, a novel of French and American life, comparing the temperaments of the two countries, as disclosed in a love affair between a wealthy leader of fashion in New York and a French officer; "The Outlaw" by Jackson Gregory, an old-fashioned western story; "Captain Gardiner of the International Police" by Robert Allen, a story of the future, describing the next great world conflict between the awakened East and the federated nations of the civilized West; "Gibby of Clamshell Alley" by Jasmine Stone van Dresser, the story of another "Penrod" or "Huck Finn" in a New England salt-water town among the fishermen and their Yankee customs; "A Pair of Silk Stockings" by Cyril Harcourt, a funny tale of gay metropolitan life; "Blind Sight" by B. Y. Benedick, a love story centering about the remarkable character of a wealthy but blind heroine; "When Carey Came

to Town" by Edith Barnard Delano, a humorous story of the remarkable situation in which a young girl finds herself in the home of two wealthy bachelors; "Allward" by Ethel S. Stevens, a tale of the gypsies; "The Making and Breaking of Almansur," a highly colored, dramatic and intense historical romance of the Moorish occupation of Spain, by Clarice M. Cresswell; "A Woman of Feeling," by Louise Maunsell Field, which centers about the "affaires" of three strongly contrasted women; and Archibald Marshall's "Upsidonia," a fantasy of a new Eutopia and something of a satire on modern conditions. Among the non-fiction books of special interest is, first, Maeterlinck's new book on Belgium and the war, "The Wrack of the Storm." Other titles are: "The Life of the Moth," another of the Fabre books; "Wreckage" by J. Hartley Manners, a play in three acts directed against the drug habit; Richard Whiteing's "My Harvest," a volume of personal reminiscences of a famous English journalist; "Wake Up America" by William R. Castle, Jr., a little volume dedicated to "Americanism"; "The Tourist's Northwest" by Ruth Kedzie Wood, covering Puget Sound, Portland, Seattle, the National Glacier Park, etc; "Motherhood" by C. Gasquoine Hartley, a companion volume to "The Truth About Woman"; and "Feminism" by Mr. and Mrs. John Martin, which takes up the destructive side of the criticism of the women's propaganda. The only juvenile announced so far is Christy Mathewson's "First Base Faulkner."

Travelers: Harry M. Snyder (Pacific coast, New York, New England, Philadelphia, Baltimore, Washington, and the larger cities in the Middle West); Howard C. Lewis (Texas, South, and the smaller cities in New York, Pennsylvania, and the Middle West).

DODGE PUBLISHING COMPANY have many new and attractive books, calendars and holiday novelties in preparation for this year. The well known *Calendar of Cheer Series* will be issued with new cover designs and new material.

Travelers: H. M. Caldwell (larger cities in the East); A. D. MacMullen (larger cities in the West); L. B. Westbrook (Pacific Coast and New England); Lennox Clifton (South and Middle West).

M. A. DONOHUE & COMPANY have prepared many elaborate additions to the extensive line of lithographed color toy books in flexible, linen and board bindings; new features will be a great variety of unique die-cut shape books, tracing books, drawing books, many novelty painting books, clay modeling books, etc., all of the above to retail at five, twenty-five and fifty cents. Many titles will be added to the *Boy Scouts Series*, *Motor Boat Series*, *Motorcycle Chums Series*, *Canoe and Campfire Series*, *Bird Boys Series*, and *Campfire Girls Series*. In the cloth 12mo lines, appropriate multi-color jackets will be a feature of all the above copyright books. Improvements have been made in the regular lines such as *Holmes Series*, *Southworth Series*, *Meade Series*, *Abbott Series*, all of the above being

dressed up with new covers and multi-color jackets. To the already extensive line of birthday books have been added *The Dainty Series* of twelve titles, to be retailed at twenty-five cents in cloth and fifty cents in leather. One notable addition will be the sumptuous edition of "Mother Goose Complete" in colors, bound in cloth, to be retailed at one dollar. Many attractive gift books have been added to the line in both cloth and leather bindings, appropriately illustrated, the leather edition being particularly attractive. There are also many new lithographed flexible and linen toy books and a number of copyright novelty books.

Travelers: Andrew Hamming and W. W. Jones (New York City, Eastern States); Tom Allen, formerly of McCloud & Allen, Toronto (Dominion of Canada); E. F. Boedeker (Middle West and Southern States); John Coyle (North West and Pacific Coast); W. M. Hamersley (Middle West); J. K. Fisher (Middle West).

THE GEORGE H. DORAN COMPANY's spring list includes: "Gossamer," by G. A. Birmingham; "The Oakleyites," by E. F. Benson; "Old Judge Priest," by Irvin S. Cobb; "Love in Youth," by Frank Harris; and "Fear God and Take Your Own Part," by Theodore Roosevelt. The Birmingham, Benson and Roosevelt books were all published on February 10. "Fear God and Take Your Own Part" is an outspoken condemnation of the present administration's "watchful waiting" policy and an eloquent plea for preparedness. It is likely to be widely discussed. Birmingham's novel concerns an international banker who controls big business projects all over the world. E. F. Benson's story, "The Oakleyites," is a quaint tale of village life and a great-souled woman who doesn't find the man she loves until she has reached middle age. "Old Judge Priest" relates the further experiences of that popular Kentuckian, who was introduced to the American public in "Back Home." Early in February the house published "The Immortal Gymnasts," a whimsical tale of modern life by Marie Cher; and later in the month will come "The Beloved Traitor," by Frank L. Packard; "Beggars on Horseback," by F. Tenynson Jesse; and "What Germany Thinks," by Thomas F. A. Smith, Ph.D. Mr. Packard is well known all over the country as the author of "The Miracle Man." His new novel has for its hero an obscure young Breton fisherman in whom a great art critic discovers a master sculptor. Dr. Smith, formerly English lecturer in the University of Erlangen, author of "The Soul of Germany," tells us in his latest book what the average German thinks of the Belgian campaign, the English Army, the campaign in Northern France, etc. During the month of March the Doran Company are planning the following publications: "A Sentimental Dragon," by Nina Larry Duryea; "The Conquest of America," by Cleveland Moffett; "The S. S. Glory," by Frederick Niven; "The Amateur," by Charles C. Norris; "Today and Tomorrow," a new volume of poetry by Charles Hanson Towne;

and "From the Triple to the Quadruple Alliance," by Dr. E. J. Dillon. Like the Roosevelt book, "The Conquest of America" is on the theme of preparedness. In graphic narrative form, it shows exactly what might happen to the United States, in its present unarmed state, if any nation with Germany's military strength should suddenly attack the country. "The Amateur," by Charles G. Norris, is a realistic tale of a young artist in New York bent on making his mark in the world. Dr. Dillon's timely book outlines the steps by which Italy was forced to join the Triple Alliance, and by which she later freed herself. "Golden Glory," by F. Horace Rose; "The Least Resistance," by Kate L. McLaurin; "Love in Youth," by Frank Harris; "Child and Country," by Will L. Comfort; "The Window in the Fence," by Harriet Brunkhurst; and "Quinneys," the play, by Horace Annesley Vachell, are among the April books of the Doran Company. "Golden Glory" won the five thousand dollar prize offered by Hodder & Stoughton for the best story of Africa. Miss McLaurin's book is a warmly human story of the stage. Miss McLaurin has acted for a number of years and she knows and pictures stage life as it really is.

Travelers: J. W. Corrigan (New York, Boston, Philadelphia, and other cities); H. R. Drake (Chicago and the Pacific coast, and in all religious bookselling houses); R. N. Hays (Southern States, Middle West and New England); E. H. Ziegler (New York State, Pennsylvania, and smaller cities in Middle West and New England).

THE DOUBLEDAY, PAGE & COMPANY policy of "Fewer and Better Books" will be carried out this year with even fewer books. The Spring list contains twenty-six titles, thirteen fiction and thirteen devoted to drama, biography, economics, etc. For January Doubleday, Page & Co. announced a total of ten titles. In the old days it was a custom with this house to announce no books for January. The January books included "An Autobiography" by Edward L. Trudeau, being an inspiring account of the life of this successful fighter of tuberculosis, and including a chapter about his friend and patient, Robert Louis Stevenson; Ellen Glasgow's first novel in three years, "Life and Gabriella," the story of a woman's courage, in plot the exact converse of her earlier work, "Virginia"; "Within the Tides" by Joseph Conrad, containing four tales of the seaboard; Kipling's new volume of war essays, "The Fringes of the Fleet," notable for the inclusion of six new poems; John Macy's "Socialism in America," a vigorous, terse and enlivening survey of American Socialism; "The American School" by Walter S. Hinchman; "Masterpieces of Modern Drama," edited by John A. Pierce and Brander Matthews, containing synopses of sixty of the most important dramas of the day; Edward Knoblauch's dream play "My Lady's Dress," the eleventh volume in *The Drama League Series of Plays*; "Earth and New Earth," a collection of Cale Young Rice's poems, for the most part inspired by the war; and "The Advertis-

ing Book for 1916" by Prof. Paul Terry Cherrington, a year book on advertising. Other books of fiction to be published later are: "The Vindication," Harriet T. Comstock's story of the vindication of a big man's theory of the good that lies within every nature; "Roberta of Roseberry Gardens," by Frances Duncan, a romance bearing marks of the fragrance and "earthiness" of the garden; "Her Husband's Purse," Helen R. Martin's vividly humorous story of the Pennsylvania Dutch. "Hollyhock House" by Marion Ames Taggart, a story of three girls and of a mother who needed mothering; "The Hunted Woman," James Oliver Curwood's new adventure story of the Canadian Northwest and the last great transcontinental railroad construction; "Mary Allen" by Eleanor Marvin, the story of the brave fight and final vindication of a true hearted girl; "Stamboul Nights" by H. G. Dwight, thirteen stories of Constantinople and the East; "Babette," F. Berkeley Smith's charming story of a man's regeneration through love; C. N. and A. M. Williamson's new motor travel novel, "The Lightning Conductor Discovers America"; and "Under the Country Sky" by Grace S. Richmond, a "home" story. These last two titles, though coming late in the Spring will be of leading importance on the Doubleday, Page & Co. list. One of the most important of the Spring non-fiction books is Gerald Stanley Lee's "We," a recommendation of the first person plural for the general use of nations. There will be a new book on landscape gardening by Stephen F. Hamblin, "Book of Garden Plans"; and "Tennis for Women" by Molla Bjurstedt, holder of most of the important woman's tennis titles in the United States. Two juveniles will be "Scouting with Kit Carson" by Dr. Everett T. Tomlinson, and "Wild Animals' Ways" by Ernest Thompson Seton.

Travelers.—Daniel W. Nye will cover Chicago and Boston, and will continue in charge of the sales department; H. B. Earl takes charge of the larger cities between New York and St. Paul, as well as those in the New England States; G. V. Sieffert will cover the South and the Coast, and H. J. Apeler the smaller cities; Thomas Sparks takes the place in the Garden City office of Doubleday, Page & Co. made vacant by Mr. Apeler's going on the road.

FREDERICK J. DRAKE & COMPANY has just completed reorganization and doubled its capital stock. L. B. Vaughan, who has managed the business for the heirs of the late Frederick J. Drake for the last three years, becomes a partner and will be the managing director and treasurer of the company. A number of new books are announced for this year, as follows: Atkinson's "Scene-Painting and Bulletin Art," a companion volume to Atkinson's "Art of Sign Painting"; "Electric Motors, Direct and Alternating" by Prof. Moreton, of Armour Institute; "Electrical Tables and Engineering Data" by Horstmann & Touslev; "Automobile Starting and Lighting" by H. P. Manly; "Oxy-Acetylene Welding and Cutting, Electric and Thermit Welding"

by H. P. Manly; an entirely new edition of "Brooke's Automobile Handbook," which will include full instructions on all automobile equipment to Feb. 1, 1916; a new edition of "Swingle's Handbook"; also a new edition of Felt's "Parliamentary Procedure"; and a book of "Monologues" by Mary Moncure Parker.

Travelers: L. B. Vaughan, L. R. Drake.

DUFFIELD & COMPANY will publish this spring "Felicity Crofton," by Marguerite Bryant, a brilliant novel by the author of "Christopher Hibbault: Roadmaker"; "The Geranium Lady," by Sylvia Chatfield Bates, a story of love and adventure on the New England coast near Martha's Vineyard; "The Battle Months of George Daurella," by Beulah Marie Dix, which, while it is a story of love and fighting, is not a story of the present war; "Makar's Dream, and Other Stories," by Vladimir Korolenko, the most celebrated living Russian writer, whose stories have never before been translated into English; "The White Pearl," by Edith Bernard Delano and Samuel Field, a romantic story, with scenes laid in New England and Japan; "Young America," by Fred Ballard and Samuel Field, a lively and amusing novelization of the play of the same name produced by Cohan & Harris; "Russians and Nomads" by E. Nelson Fell, sketches of life on the Kirghiz steppes, splendidly illustrated with photographs by the author; "The Ocean and Its Mysteries," by A. Hyatt Verrill, a description, accurate, but not stiffly scientific, of the life in, on and about the deep sea; "The Emancipation of the American City," by Walter T. Arndt, a story of the growth of municipal ideals in American cities in recent years by one who is an expert on this particular subject; and "London, One November," by Helen Mackay, a first volume of poetry by this clever and successful writer of fiction.

Travelers: Samuel McLean Loweree; Francis J. Sloane; Ernst Richers; W. S. Siegel.

E. P. DUTTON & COMPANY are best known among the trade as the agents for the famous Ernest Nister line of calendars, cards and illustrated books, as representatives of J. M. Dent & Sons, Ltd., in America, as publishers of *Everyman's Library*, *Temple Shakespeare*, *Temple Classics*, and *Temple Primers*, etc., and as American representatives of George Routledge & Sons, Ltd.

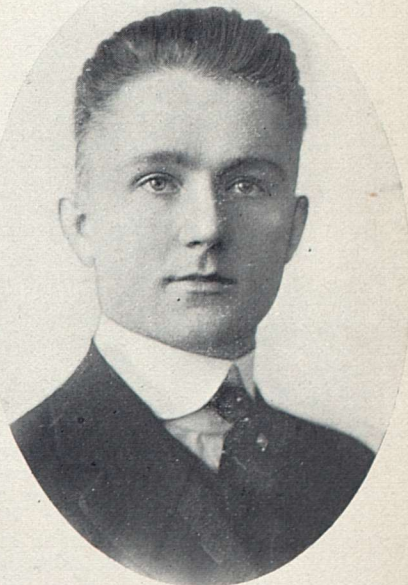
Travelers: LeBaron D. Scribner; Edgar W. Porter; Mortimer Douglass; H. W. Harris; W. C. Becker; H. C. Foster; Edward J. Chess.

FORBES & COMPANY will publish early in the year: "Including You and Me," by Strickland W. Gillilan, a book of a hundred poems by this popular humorist and author of "Including Finnigan"; "Ways for Boys and Girls to Earn Money," by C. C. Bowsfield, author of "Making the Farm Pay"; "The Happy Heart," a collection of essays by Dr. Frank Crane; "Love and Comradeship," by Arthur Salmon; "Success with Sheep," by Henry Plumb, a guide for farmers; "Painless Childbirth, Eutocia and Nitrous Oxid-Oxygen Analgesia," by Dr. Carl Henry Davis, an important medical announcement of new method for relieving pain in maternity cases; and "The Child's

Garden," by Edith L. Fullerton, a complete guide to gardening for young people.

Traveler: Edwin S. Gray.

FUNK & WAGNALLS COMPANY announce for spring publication: "Russia of Today" by John Foster Fraser, a profusely illustrated volume setting forth what the author has actually seen during a recent visit to that country; "Sovereigns and Statesmen of Europe" by Princess Catherine Radziwill, illustrated with photogravures; "Samuel Coleridge Taylor—Musician; His Life and Letters" by W. C. Berwick Sayers, with eight full-page illustrations; a 7th revised edition of "Health-Care of the Baby" by Louis Fischer, M.D.; a desk book of "25,000 Words Fre-



HARRY J. APLER

Representing Doubleday, Page & Company

HARRY APLER, who has just gone on the road for the Garden City firm, is probably the youngest salesman in the business, as he will not be 23 until April. Harry has been with Doubleday, Page & Company for six years, and has worked his way up from office boy. He lives 24 hours every day, is a hard worker, a good baseball player, and a clean-cut all-round man. He is the great social leader of Bellmore, Long Island, and will be sure to make many friends on the road. His territory is from New York State to Nebraska, and from the Great Lakes to North Carolina, with the exception of the large cities.

quently Mispronounced" by the eminent lexicographer, Frank H. Vizetelly, Litt.D., LL.D.; a new edition of "A History of the Modern World" by Oscar Browning; "What Happens After Death," a symposium by leading writers and thinkers; "The Desk Standard Dictionary," flexible morocco binding, de luxe edition; "Vegetable Growing for Amateurs" by H. H. Thomas; "Rose Growing for Amateurs" by H. H. Thomas; "The Carnation Book" by H. H. Thomas; "Our Fighting

Services" by Sir Evelyn Wood; "The New Archaeological Discoveries and Their Bearing on the New Testament" by Camden N. Cobern, D.D., Litt.D.; "The Readers' Commentary" edited by Dawson Walker, D.D. and F. S. Guy Warman, D.D., based on the English Revised Version and intended for members of the clergy, Christian workers, Sunday School teachers, and all students of the Bible; "English Grammar Simplified" by James C. Fernald, L.H.D.; "All About Aircraft," a new and revised edition of Ralph Simmond's boys' book, "All About Airships"; and "Toy Making; A Practical Guide to the Making of a Number of Popular Toys," illustrated by 58 photographs and 178 line drawings.

Travelers: David J. O'Connell (New England and Eastern and Middle-western States to Colorado.)

GROSSET & DUNLAP's feature books for January were: "Martha By-the-Day," the first of the "Martha" books by Julie M. Lippmann, and "Mother," by Kathleen Norris. In addition, there were four strong theater books—"It Pays to Advertise," "The Things that Count," "Kick In," and "Arizona"—the plays of which were all decided theatrical successes. "My Strange Life," published anonymously, is the autobiography of one of the famous moving-picture actresses of the day. A new edition of "The Call of the Cumberlands," by Charles Neville Buck, has also been issued. This is known as the "Dustin Farnum Edition," because it contains an autographed letter and portrait of Mr. Farnum who starred in the photoplay version. In February there will be a new Myrtle Reed book, "A Weaver of Dreams"; "The Man in Lonely Land," by Kate Langley Bosher, author of "Mary Cary"; "The Garden Without Walls," by Coningsby Dawson; "Love Insurance," by Earl Derr Biggers, and several other important titles. With the new books will go the usual window cards and display matter, book cuts, advertising electros, lantern slides, etc.

Travelers: Edward C. Ketcham; Philip Grosset; Edward P. Dunlap; John H. May; Samuel A. Jenkins; Harry Britton; Desmond FitzGerald; Garnet W. Grosset; Louis Kronig; Edward T. Bellamy; B. P. Johnson; Arnold E. Wilhelm; Ralph Fulton; George J. McLeod (Canadian agent); George Robertson & Co. (Australian agents); Philippine Education Co., Inc. (Philippine agents).

HARPER & BROTHERS. Another Booth Tarkington book heads the Harper list this spring, "Seventeen," a Tale of Youth and Summer Time and the Baxter Family—especially William, a hobbledohoy, lovesick youth. Rex Beach's new book, "The Crimson Gardenia," contains romantic adventures in the tropics and Alaska. Basil King takes for the theme of "The Side of the Angels" the questions—"What is love? Does a man or a woman love more truly?" Holman Day in "Blow the Man Down" has written of the rugged race of the Maine coast. "Twin Sisters," Justus Miles Forman's last novel, is a modern romance of international society. "They of the High

Trails," by Hamlin Garland, is a collection of short stories of the Rockies. Zane Grey in "The Border Legion" tells another tale of the West, of a woman held in a bandit's camp on the lawless border in 1863. William Dean Howells will contribute "The Daughter of the Storage and Other Tales of Prose and Verse." Rupert Hughes tells in "Clipped Wings" the struggle of a woman of unusual personality and great talent to adjust her life to the claims of home and the public. Kate Langley Bosher writes an appealing story, infused with her humor, which might almost be called, "Am I my sister's keeper?" but which bears the title "People Like That." "Nothing A Year," by Charles Belmont Davis, is the story of an ambitious girl who played life's game for money instead of for love. "The Hidden Spring," by Clarence B. Kelland, has for its hero an easy-going young lawyer who is transformed into a human torpedo and accomplishes some interesting things. Margaret Turnbull in "Handle With Care" has written an engaging story of a young woman who was not to be frightened away from interfering in a man's life. "Seven Miles to Arden," by Ruth Sawyer, is the story of a bright, lovable, Irish-American heroine and her journeying on the highroad to Arden. Edwin Lefevre has two books of fiction to his credit: "The Tainted Wealth Syndicate," a drama of a battle for riches, and "Wall Street Stories." "Love at Large," by Sophie Kerr, is the romance of young married life. "The Second Odd Number," by Guy de Maupassant is a collection of translations. "Short Sixes," by H. C. Bunner, is a new edition of delightful stories. "A Little Nonsense" is Vol. 3, in *America's Best Funny Stories Series*. Among the important non-fiction offerings of this House will be two in the new *Harper's Citizen Series*, edited by Prof. W. F. Willoughby of Princeton: "Principles of Labor Legislation," by John R. Commons, Professor of Political Economy, University of Wisconsin, and John B. Andrews, Secretary American Association for Labor Legislation. The other work is "Principles of Constitutional Government," by Frank J. Goodnow, president of Johns Hopkins University. "Leading Events in American Diplomacy" is arranged from "The American Nation." Two books in another new series—*Harper's Retail Business Series*—are: "Retail Buying," by Clifton C. Field, and "Retail Selling," by James W. Fisk. "Neglected Points of Auction Bridge," by Carl Ehlermann, Jr., sets forth the fine points of the game. "Memorial Day Pageant" is a suggestive book for Decoration Day, by Constance D'Arcy Mackay. Ralph Pulitzer in "Over the Front in an Aeroplane" recounts his experiences with the French army. "Body and Spirit," by Dr. Quackenbos is a work on psycho-therapy by a well-known physician. There are new editions of Woodrow Wilson's "History of the American People" and Douglas Campbell's "The Puritan in Holland, England and America." Added to Harper's *A-B-C Series* are seven new volumes:

"A-B-C of Golf," by John D. Dunn; "A-B-C of Home Saving," by Lissie C. Farmer; "A-B-C of Correct Speech," by Florence Howe Hall; "A-B-C of Cooking," by Christine Terhune Herrick; "A-B-C of Vegetable Gardening," by Eben E. Rexford; "A-B-C of Automobile Driving," by Alpheus Hyatt Verrill, and "A-B-C of Motion Pictures," by Robert E. Welsh. For younger readers there is a new volume by F. J. Gould, "Worth While People," stories of brave deeds from history and life. Percy K. Fitzhugh writes of the romance of reclamation in "Uncle Sam's Outdoor Magic." "War Path and Hunting Trail," by Elmer Russell Gregor are stories of Indian life. "The Children in the Wood," by Jeanette Marks is the second volume in her "Through Golden Doors to English Literature." "Miss Li'l 'Tweety," by Louise C. Pynnelle is a story of child life in the old South by the author of the famous "Diddie, Dumps and Tot." Alpheus H. Verrill tells in "Marooned in the Forest" the thrilling story of a young man in the forest who had to face nature with bare hands. "Masters of Space," by Walter K. Towers, is the first volume in *Harper's Master Inventors*.

Travelers: George V. Price (all the large cities of the country as far West as St. Louis); H. V. Patterson (the Pacific coast, some of the Middle West and New England); Adam Burger (the South, Middle West and some cities in Pennsylvania and New York State).

HEARST'S INTERNATIONAL LIBRARY COMPANY'S first publications for the spring are a new novel by Mrs. Humphry Ward, entitled "A Great Success"; "Romance of Elaine," which follows the exploits of Elaine, a motion-picture story by Arthur B. Reeve; "The Strange Story of William Hyde," an adventure story of the South Seas and the land of golden women, by Patrick and Terence Casey; "Constance Dunlap," by Arthur B. Reeve, a woman detective novel; "Republic of Plato," in one volume, a complete book of 1000 pages; "1001 Tests," revised edition; and "Defenseless America," by Hudson Maxim, a new and cheaper reprint edition. Announcements of other publications will be made shortly.

Travelers: J. A. McCann, sales manager (New York, Chicago and large cities of the Middle West); J. L. Perkins (Boston, Philadelphia, Baltimore and Washington); Harrison Leussler (New England, New York State, Middle West and South).

THE A. J. HOLMAN COMPANY have improved their lines of Bibles by the addition of many new leather bindings. They find a growing demand for Little Folks Bibles with colored illustrations, and they have arranged for a large output of these editions during 1916. Anticipating a shortage of supplies, they have imported very large quantities of thin Bible paper, such as appeared in their former editions, bulking three-quarters of an inch to 1000 pages, almost as thin as India paper, and they are in a position to fill all orders for this year on the imported paper. The first two

volumes of the translation of Luther's works in ten volumes have already appeared, the third volume is being cast in plate form, and the fourth volume is in the hands of the committees for final reading. This is the most important contribution of Luther's works in English that has yet appeared. Of the fifteen writings contained in the first two volumes, ten have never been translated into English before. The translators are men of known scholarly ability. They are eminently qualified for the work, and it is being done with the utmost care.

Travelers: A. J. Hilt; J. R. Houston; F. Krauss.



HARRISON LEUSSLER

Representing Hearst's International Library Co.

HARRISON LEUSSLER started in the book business immediately after leaving school and worked on and off for four years at the Old Corner Bookstore of Boston. His ambition to broaden out brought him to New York in the Spring of 1914, where he became associated with the Hearst's International Library Co. He started with this Company covering the small towns but is now looking after a number of the bigger cities.

HENRY HOLT & COMPANY'S preliminary spring announcements include a single war book, and but seven volumes of fiction (two by new authors). In "Fulfillment," a California romance, by Emma Wolf, author of "Other Things Being Equal," the publishers feel they have one of the most sympathetic love stories they have ever issued. "Samaritan Mary," by Sumner Locke, is a breezy American tale of what happened after an automobile accident. The author of "Hillsboro People," Dorothy Canfield Fisher, will put forth another volume of short stories, "The Real Motive." "The Spinster," by Sarah N. Cleghorn, is an inti-

mate portrait of the New American Woman who does not marry lightly. "A Northern Countryside," by Rosalind Richards, is a volume of New England sketches, beautifully illustrated with photographs by Bertrand H. Wentworth. In sharp contrast is "The Desire of the Moth," telling of the genial "gun play" of one Wesley Pringle, in which Eugene Manlove Rhodes is said to have duplicated the homicidal fascination of his "Good Men and True." The only work at all related to the war is Professor Kuno Francke's "The German Spirit," in which he shows what German culture (not kultur) has contributed to civilization. "Delane of the Times" is written by the present British censor-in-chief, Sir Edward Cook, about a great editor whom it was exceedingly difficult to censor, and who warned the Kaiser of his day to remember Charles II. A compendious collection of Socialist documents or "sources" makes up "The Socialism of To-day," compiled by a small battalion of Socialists headed by William English Walling, compiler of "The Socialists and the War." Revolt characterizes Carl Sandburg's "Chicago Poems," and Louis Untermeyer's irreverent burlesques, "And Other Poets," of such moderns as Masefield, Frost, Masters, Amy Lowell, Noyes and "F. P. A." A tender, very mystic vein runs through Walter de la Mare's "The Listeners." In drama there will be Arthur Edwin Krows' "Play Production in America," which discusses matters all the way from the luminous dreams of a press agent to the more luminous mountings of Bakst, both in word and picture. Richard Burton, well known as author and lecturer on the drama, provides in "Bernard Shaw: The Man and the Mask" what aims to be a definitive handbook for the novice as well as the confirmed Shavian. Percival L. Wilde, the "short, sharp and decisive" dramatist, follows his "Dawn" with a work of distinctly more body, "Confessional, and Other Short American Plays." "Bergson and Religion," by Lucius Hopkins Miller, author of "Our Knowledge of Christ," is the first adequate statement of the religious implications of Bergson's philosophy. "The Mystery of Patience Worth," by Casper S. Yost, contains some literature of interest "dictated through a ouija board." The genuineness of the mystery is said to be vouched for. John Koren's "Alcohol and Society" is a dispassionate treatment of a vexed subject, and has been attracting much attention in *The Atlantic*. Sidonie M. Gruenberg has written "Child Study for Parents." W. C. Scully, in his "Lodges in the Wilderness," gives some remarkably vivid episodes of his career as a British rural magistrate on the border of German South Africa before the war. New volumes in two Holt series are, in *Writers of the Day* (by other writers), "Thomas Hardy," by Harold Child, and "Joseph Conrad," by Hugh Walpole; and, in *The Home University Library*, "Dante," by J. B. Fletcher, "Poland," by W. A. Phillips, and "Political Thought in England: The Utilitarians from Bentham to Mill," by W. L. Davidson.

Travelers: Alfred Harcourt, August H. Gehrs, and Coburn Gilman (east of the Mississippi); Desmond Fitzgerald (west of the Mississippi and on the Pacific coast).

HOUGHTON MIFFLIN COMPANY. At the head of the spring list is "Just David," by Eleanor H. Porter, author of "Pollyanna." "Geraldine Farrar, The Story of an American Singer" is an autobiography of the great prima donna. Meredith Nicholson's new novel is "The Proof of the Pudding." "Instead of the Thorn," by Mrs. Clara Louise Burnham tells how a petted American beauty meets the slings of fortune, and is gradually helped back by love and faith to happiness. Foremost among the war books is "The First Hundred Thousand," a graphic picture of the war by Ian Hay, now fighting in France. Roland G. Usher in his new book, "The Challenge of the Future," studies American foreign policies and European ambitions. "The World Decision," by Robert Herrick is a record of observations and experiences in France and Italy during 1915. "Theodore Roosevelt, The Logic of His Career" is a biography by Charles G. Washburne. Charles S. Olcott has written the authorized and definitive life of the late President McKinley, based on letters and the records of his closest political and personal associates. "Julia Ward Howe, 1819-1910," is written by her daughters, Laura E. Richards and Maude Howe Elliott. "The Autobiography of Charles Francis Adams" is an extraordinarily candid, frank and outspoken personal record. "Through Glacier Park," by Mary Roberts Rinehart, is a record of adventurous travel and an excellent introductory guide book. "Modernizing the Monroe Doctrine," by Charles H. Sherrill, Secretary of the Bureau of Foreign Relations and the Associated Chambers of Commerce, is a discussion of the Pan-American question. "Black Sheep" are letters written home by a missionary in Africa, Miss Jean Kenyon MacKenzie, some of which have already been published in the *Atlantic Monthly*. "High Tide," edited by Mrs. Waldo Richards, is an anthology best described by the sub-title, "Songs of Joy and Vision from the Present-Day Poets of America and Great Britain." Among other books on the Houghton Mifflin Company list are: "Those Gillespies," by William J. Hopkins; "Industrial Accident Prevention," by David S. Beyer; five new volumes in the *New Poetry Series*; "Under the Apple Trees," a new volume of essays by John Burroughs, and the "Hills of Hingham," by Dallas Lore Sharp.

Travelers: Frank Bruce, New York and Philadelphia; H. S. Elliott, Middle West and Pacific Coast; W. D. Love, East, South and Canada; E. F. Magner, New England and Middle West; H. W. Wise, Boston.

B. W. HUEBSCH.

Travelers: Frederick Hope (East and Middle West); Laurens Maynard (publications in the far West); Frederick W. Owen (year books in far West).

HURST & Co. are making elaborate prepara-

tions for 1916. New titles are being added to the *Boys and Girls Copyrighted Books*, which have for the past few years had an unusual sale. There will be about a dozen of these new titles, including a new volume by Nell Speed, author of the *Molly Brown Books*, and by Florence E. Scott, author of the *Paul and Peggy Books*. The success of the Hurst line of *Painting and Drawing Books* during the previous season has encouraged them to branch out on these on a larger scale; they will have an unusually strong representation of this class. They are reviving their *Padded Poets* after a lapse of three years. They are also issuing selected lists of 16 mos. in dainty bindings. They are also increasing their *Popular Priced Board Book* lines.

Travelers: Louis M. Levy; Charles A. Canner; Edward R. Herrick; Harold W. Sampson; McLeod & Allen (in Canada).

GEORGE W. JACOBS & Co. announce for spring publication "The Golden Woman" a romance of the Montana hills by Ridgwell Cullum, author of "The Way of the Strong," etc.; "Guide-Book to Childhood" by Wm. Byron Forbush, a dictionary of child life and an encyclopedia of child training; "The Making of a Home" by Eben E. Rexford, a story of a city-bred man who takes advantages of an opportunity to purchase a small plot of ground in the country; "The Conquest of Trouble," musings on the Psalms by C. H. Brent, D.D., Bishop of the Philippine Islands, author of "With God in the World," "The Inspiration of Responsibility," etc.; a new series of cut-out dolls by Sheila Young, originator of the famous *Lettie Lane Paper Dolls*; new editions of "The Church Handbook" by Rev. L. N. Caley and Rev. W. H. Burk; and "An Obstinate Maid," by Mary E. Ireland. For the fall season Ridgwell Cullum will again head the list; Wayne Whipple will write another volume in the *Heart Series*; there will be a new story by Emma S. Allen, author of "The House of Gladness." The juvenile list for the fall will be exceptionally strong with a new girls' book by Izola L. Forrester, author of the *Polly Page* books; a companion book to the popular *Joan* books by Mrs. Caroline E. Jacobs; Rupert S. Holland's "Historic Events of Colonial Days," originally announced for last fall; Dr. George W. Orton's "Bob Hunt in Canada," a third volume in his *Bob Hunt Series*; "Brave Deeds of Confederate Soldiers" in the *Brave Deeds Series*; a Nature book written primarily for the Boy Scouts by Samuel Scoville, Jr., author of "Brave Deeds of Union Soldiers," and a new volume to be added to the *Washington Square Classics*, illustrated by Elenore Plaisted Abbott.

Travelers: George W. Jacobs (Boston and Providence); D. L. Macrae (large towns East, West and Pacific Coast); Clement F. Benoit (South, Middle West, Pennsylvania, New York State and New England).

JORDAN & COMPANY have enlarged their popular line of Memory Gift Books. Their line of college and commencement books,

which, on their introduction last season met with decided success, has been greatly improved and increased. New Girl Graduate books handsomely bound in cloth and with artistic covers printed in four colors and gold are a valuable addition. Jordan Bride's books have retained their favor for over a quarter of a century. The three new books intended for the wedding day, said to be the best yet offered in this line, claim consideration. Attractive additions and improvements have been made to the standard lines of baby record books, address books, guest books, journey books, vacation books, etc.

Travelers: Russe! L. Furlong, assistant manager of Jordan & Company; Walter H. Furlong, who has been connected with the lithographic and publishing trades for the last twenty years and is one of the originators of "Memory Gift Books," represents the house throughout the West.

ALFRED A. KNOPF's Spring books include "Green Mansions" by W. H. Hudson, a charming romance of the tropical forest, with an introduction by John Galsworthy; "Great Russia" by Charles Sarolea, author of "The Anglo-German Problem," a brilliant and sympathetic survey of the country and its people; "The Memoirs of a Physician," from the Russian of Vikenty Veressayev, a work (non-fiction) which has placed its author in the first rank of Russian writers; "The Little Demon," a novel from the Russian of Feodor Sologub; "The Old House," a novelette and ten other striking stories from the Russian of Feodor Sologub; "A Hero of Our Time," from the Russian of M. Y. Lermontov; "Self-Government in Russia" by Paul Vinogradoff; "Others: An Anthology of the New Verse," the work of almost fifty poets, edited by Alfred Kreyborg; "Birds and Man" by W. H. Hudson, whom many consider one of the greatest living observers of nature; "Four Dimensional Vistas" by Claude Bragdon, for all who are interested in the Fourth Dimension and in Theosophy; "Eat and Be Well" by Eugene Christian, containing a number of selected menus; and "In the Russian Ranks" by John Morse (Englishman), a record of ten months' fighting in Poland, pronounced "The most notable piece of war literature the war has yet produced" by *The London Times*.

Travelers: James L. Crowder (Chicago and its vicinity); Desmond FitzGerald (west of Chicago, including the Pacific Coast and Texas); Edmund R. Brown (Boston and New England); A. Wessels (larger Middle Western cities).

JOHN LANE COMPANY, fresh from the most successful fall publishing season in its history, is announcing a number of important books for the spring of 1916. Among the books on the European situation are Marie Van Vorst's "War Letters of an American Woman" and Anatole France's "The Path of Glory." Unique among "appreciation" books is "A Book of Belgium's Gratitude," designed and published as an expression of the gratitude felt by the Belgians for the help and hos-

pitality of the British Empire and the United States. Among the fine arts publications are "Impressions of the Art at the Panama-Pacific Exposition" by Christian Brinton, a critical survey of modern European and American art and "The Dune Country" by Earl H. Reed, depicting a strange and picturesque country skirting the southern and eastern shores of Lake Michigan. Both books are beautifully illustrated. Under essays and belles lettres will appear: "The Crimes of England" by Gilbert K. Chesterton; "Essays and Literary Studies" by Stephen Leacock; and *Adventures in Commonsense* by Dr. Frank Crane. Theodore Dreiser makes his first appearance as a playwright in "Plays of the Natural and the Supernatural," a book of one-act plays which opens up an entirely new field of dramatic possibilities. Other volumes of verse and drama are: "The Fairy Bride" by Norreys Jephson O'Connor, the only play ever written in America which shows the Celtic fairyland on the stage; "Sea and Bay," a New England poem full of reality and beauty by Charles Wharton Stork; "Singing Fires of Eireann" by Eleanor Cox, Celtic poems. In fiction there will be three first novels of great promise: Willard Huntington Wright's "A Man of Promise," Isabel Paterson's "The Shadow Riders," and Burton Kline's "Struck by Lightning." Old established favorites of the Lane list are represented by William J. Locke in "Viviette," a charming little English love-story for summer reading; Anne Warwick, in "The Unpretenders"; Dolf Wyllarde in "Exile: an Outpost of Empire"; H. de Vere Stacpoole in "The Gold Trail," one of his inimitable South Sea adventure stories; Keble Howard in "Forked Lightning," a novelized version of the play, "The Green Flag," which had such a popular run in London this winter; Eleanor Mordaunt in "The Family"; and Muriel Hine in "The Individual."

Travelers: Charles C. Giffen (New York, Boston, New England, New York State, Philadelphia, Baltimore, Washington); John A. Bell (Chicago, Middle West and South); Ernest Richers (Pacific Coast and South West).

THE J. B. LIPPINCOTT COMPANY'S spring publications are headed by "Nights," by Elizabeth Robins Pennell, illustrated by Joseph Pennell, and with rare photographs. It is a book crammed full of anecdotes and personalities concerning those artists and literary people who made the last decades of the nineteenth century such peculiar ones, and with whom the Pennells hobnobbed in Rome, Paris, Venice and London. The January list included, in fiction, "A Man's Reach," a Virginia story, told by a Virginian, Mrs. Sally Nelson Robins, and "The Conquest," by Sidney Nyburg, the author of "The Final Verdict." In non-fiction: "Petrograd: Past and Present," by William Barnes Steveni; "A Thousand Years of Russian History," by Sonia E. Howe; and "Submarines, Their Mechanism and Operation," by Frederick A. Talbot. "Behold the Woman," by T. Everett Harré, the story of the redemption of Mary the great courtesan of Alexan-

dria, appears in February with "The Curved Blades," a new Fleming Stone detective tale by Carolyn Wells. "The Rise of Rail Power in War and Conquest," by E. H. Pratt, to be published at the end of February, is, we believe, the only book upon that subject. Readers of Nina Wilcox Putnam will enjoy "Adam's Garden," published in March. In the same month will appear Grace Livingston Hill Lutz's "The Finding of Jasper Holt," and a thrilling presentation of the work of a scientific detective in "The Strange Cases of Mason Brant," by Nevil M. Hopkins. Since the first of the year there have already been two additions to the *Lippincott's Farm Manual Series*—"Productive Bee Keeping," by F. C. Pellett, of Iowa, and "Productive Farm Crops," by E. G. Montgomery, of Cornell University. "Twenty Lessons on Poultry," the official primer of the American Poultry Association, a new edition of "Birds in Their Relation to Man," by C. M. Weed and N. Dearborn, "Plant Industry," a text-book for high schools, by Kary C. Davis, and "Experimental and Agricultural Botany," by M. T. Cook, are other volumes which mark the development of agricultural education. For the student of home management and economics, there are "Canning and Preserving," by Ola Powell and Mary Creswell, and "A Text-Book of Clothing and Textiles for High Schools," by Laura Balldt. For children learning to read in school or at home there is a 50-cent edition of "The Nürnberg Stove," by Ouida, illustrated by Maria L. Kirk. One of the big Lippincott books of the spring is "The Fundamentals of Military Service," prepared as a text for men in training camps and military schools, under the direction of Maj.-Gen. Leonard Wood, by Captain Andrews of the U. S. Cavalry. Other technical books that appear during the first months of the year are: "A Text-Book of Surgical and Gynecological Nursing," by Drs. Parker and Breckenridge; "The Care and Feeding of Infants and Children," by Dr. Walter R. Ramsey; "Text-Book of Physics and Chemistry for Nurses," by Drs. Bliss and Olive.

Travelers: Horace S. Ridings; Thomas H. Clagett; Herbert S. Gaskill; Solomon S. Weible.

LITTLE, BROWN & COMPANY opened the year on the first Monday in January with three books of fiction, "The Strangers' Wedding" by W. L. George, whose 1915 novel, "The Second Blooming," is now in its eleventh printing; "Mildev Manse" by Belle K. Maniates, author of "Amarilly of Clothes-line Alley," and "Mr. Marx's Secret" by E. Phillips Oppenheim. On the same date was published "The Monroe Doctrine: An Interpretation" by Professor Albert Bushnell Hart, and "Unincorporated Associations" by Sidney R. Wrightington, and on January 25th, "Cases on the Law of Public Service" by Charles K. Burdick. February brought "Held to Answer," a big American novel by Peter Clark Macfarlane which aroused more advance interest than any other first novel ever issued by this house, not excepting Jeffery Farnol's "The Broad High-

way." On February 9th also was published Owen Johnson's "The Spirit of France," the record of his recent visit to the front. Owen Johnson's famous Lawrenceville Stories have been taken over by Little, Brown & Company and were published on January 3d in a uniform edition. There were also added to their list on February 9th the plays of Granville Barker, "Waste," "The Marrying of Ann Leete," "The Voysey Inheritance," "Anatol," and "The Madras House," and "Prunella" by Laurence Housman and Granville Barker, in uniform editions. On March 18th will be published "The Heart of Thunder Mountain" by Edfrid A. Bingham, a western story, and "The Blind Man's Eyes," a mystery story by William MacHarg and Edwin Balmer; two new Burgess "Bedtime Story-Books" (trade mark "Quaddies") "The Adventures of Buster Bear" and "The Adventures of Old Mr. Toad"; "The Child's Book of English Biography" by Mary Stoyell Stimpson; and "Side-Stepping Ill Health," a popular medical book by Dr. Edwin F. Bowers, and "A History of Continental Criminal Law," by Ludwig von Bar and others, the sixth volume in *The Continental Legal History Series*. E. Phillips Oppenheim's spring book will appear on April 8th with the title "An Amiable Charlatan" and "The Phantom Herd," a story of the motion picture industry in the west by B. M. Bower comes on the same date; also a new satire by Granville Barker, "Souls on Fifth," and "Criminality and Economic Conditions" by W. A. Bonger in *The Modern Criminal Science Series*. May 10th brings a new juvenile by Leslie W. Quirk, "Ice-Boat Number One," the fourth volume in the *Wellworth College Series*; the closing of the famous career of Susan Clegg with "Susan Clegg and Her Love Affairs" by Anne Warner; and "The Influence of Joy" by George V. N. Dearborn, M. D., the fourth volume in *The Mind and Health Series*.

Travelers: Joseph F. Greene (large Eastern cities); Andrew D. Pierce (Pacific Coast, Northwest and New England); Frank Jones (South and Middle West).

LONGMANS, GREEN, & Co. will issue this spring Sir Rider Haggard's new novel, "The Ivory Child. Allan Quartermain appears again in the book. The scene is laid in Africa and concerns the disappearance of Lady Ragnall and her rescue through the oracle of an African tribe. The Poet Laureate of England, Robert Bridges, has compiled an anthology in English and French from the philosophers and poets, which will be ready immediately. This is a new kind of anthology, the quotations, prose and poetry being arranged in context to exhibit the aspects of life on a spiritual basis. A book of interest and of historical value is the memoirs of a Russian writer, Serge Aksakoff, whose "Years of Childhood" will be ready shortly in a translation by J. D. Duff. New Lenten books include "The Faith of the Cross," by Bishop Rhinelander, of Pennsylvania; "The Life and Letters of Bishop Satterlee," of Washington, by Bishop Brent, of the Philippine Islands; "The Pulpit: Its Place

and Function" by Bishop Brewster, of Connecticut; and Montgomery's "Life's Journey," the book specially recommended by the Bishop of London for Lenten reading this year, in accordance with his annual practice. Many new books in history, philosophy, science and education will be announced shortly.

Travelers: Edward J. Vass (East and Middle West); Laurens Maynard (far West).

LOTHROP, LEE & SHEPARD COMPANY are confident of an active year. They will publish nine new books and new editions April 1st. Prominent among these is "Our Mothers," a gift book arranged by Mary Allette Ayer. For the young, they have an abundance of good things. Dr. Francis Rolt-Wheeler, under the patronage of the American Museum of Natural History, has written "The Monster-Hunters," the first volume of a new line of books. A Camp Fire Girls' book is "Girls of the Morning-Glory Camp Fire," by Isabel Hornibrook. A book that is "different" will be "Truly Stories from the Surely Bible," adapted by Margaret Howard, which has previously been tried in a tentative way in a private edition. A "new old book" of much importance will be the classic "Lance of Kanana," entirely reset and given an attractive cover and illustrations in colors. *The Little Red House Series* by Amanda M. Douglas will be continued by "The Red House Children Growing Up," and Ruth O. Dyer, whose "Sleepy-Time Story Book" was successful last year, will this spring keep children wide awake with "That's Why Stories." A timely book will be "When I Was a Boy in Russia," by the noted patriot and exile of noble birth, Vladimir De Bogory Mokrievitch. Their line of juvenile reprints will have an important addition in the first six volumes of the *Dave Porter Series* by Edward Stratemeyer, and the entire nine volumes of *Helen Grant Books* by Amanda M. Douglas. In the fall there will be a novel, "At the Sign of the Three Birches," by Amy Brooks, who has been known heretofore as a writer of juveniles. Their leader for the young will be "The Young Folks' Book of Ideals," by Dr. William Byron Forbush, president of the American Institute of Child Life. Of equal importance will be the twelfth and final volume of the famous *Pepper Books* by "Margaret Sidney." A. Neely Hall will add to his *Handicraft* books "Handicraft for Handy Girls," and A. P. Morgan, whose reputation is established by his "Boy Electrician," will have ready "The Boys' Book of Science and Construction." There will be another *Dave Porter* book by Edward Stratemeyer, and one of A. T. Dudley's school athletic stories. Dr. Rolt-Wheeler's *U. S. Service Series* will be continued by "The Boy with the U. S. Mail." There will be another *Dorothy Dainty* book, and Nina Rhoades is writing a book for girls of fifteen, "The Independence of Nan." For youngest readers will come one of the most important books on the list, "Top of the World Stories," a translation of some of the most famous children's stories of Norway and Sweden by no less an



GEORGE M. REUSSE

Representing The Macmillan Company

GEORGE REUSSE has been with The Macmillan Company ten years during which time he has served in the various departments in the house which enabled him to acquire a thorough knowledge of their publications. Up to a year ago he had charge of the New York City trade and now covers the New England states and the South.

authority than Emilie Poulsson. Other excellent books are in prospect.

Travelers: John E. Lander (New York City and East); L. W. Adams (Chicago and West); William G. Marple (South and Middle West).

THE MACAULAY COMPANY have in preparation several new novels for the spring. The first of these, which will be published February 26, is a spirited adventure story, "Under Fire," based on the drama by Roi Cooper Megrue, author of "Under Cover," and co-author of "It Pays to Advertise," both of which books are well known to the trade and the reading public as recent successes.

Travelers: Ernst Richers (Pacific coast and Southwest); L. S. Furman (East and Middle West); William S. Siegel (Western States); J. G. Young (South).

ROBERT M. MCBRIDE & COMPANY'S spring announcement has at the head of the fiction list Sax Rohmer's "The Return of Fu-Man-chu," a book for the lover of thrills. Other novels for spring publication are: Maurice Hewlett's "Frey and His Wife," a romance of Norway in the ninth century; Warwick Deeping's "The Bridge of Desire," a modern story of love and marriage; a romance of rural England, "The Home Coming," by a new author, Constance Holme; and a new edition of Leona Dalrymple's "Traumerei." Among the works of non-

fiction are "The Revelations of an International Spy," by I. T. T. Lincoln; "Japan and America—A Contrast," by Carl Crow, formerly of the editorial staff of the Japanese *Advertiser*; and "A Dominie's Log," by A. S. Neill, which is the diary of a Scottish schoolmaster; "The Colonial House," by Joseph E. Chandler; "The Brick House," by Frank Chouteau Brown; "Homes that Architects Have Built for Themselves," and "Low Cost Suburban Homes," both by Richardson Wright, editor of *House and Garden*; and "Ideal Homes in Garden Communities," by W. S. Davis and others. The miscellaneous and juvenile lists include: "American Rights and British Pretensions," by William Bayard Hale; "Efficient Living," by Edward Earle Purinton; "The Landscape Gardening Book," by Grace Tabor (new and cheaper edition); "How to Make Concrete Garden Furniture," by John T. Fallon; "Royal Auction Bridge," by Taunton Williams; "Stirring Deeds of Britain's Sea Dogs," by H. V. F. Wheeler; "Wonderways and Wonderdays Through Flowerland," by Grace Tabor; and *The Knowabout Library*, a new series of cut-out stamp books.

Travelers: J. Russell Lewis; Guy Holt.

A. C. McCLURG & Co's leading novels for the spring season are "The Beasts of Tarzan" by Edgar Rice Burroughs, which is the third volume of the Tarzan series, "My Lady of the Island" by Beatrice Grimshaw—a tale of South Sea adventure, "Behind the Screen" by William Almon Wolff—a story of the movies and "Happy Valley" by Anne Shannon Monroe—a story of pioneering in Oregon. There will also be a reprint of a novel that the house issued nearly a quarter of a century ago, "Other Things Being Equal" by Emma Wolf. Among books of serious import there will be "The Making of Modern Germany" by Professor Ferdinand Schevill of the University of Chicago, and "Cicero, A Sketch of His Life and Works" by Hannis Taylor. The first named is a succinct account of Germany's struggle for unity since the dismemberment of the Holy Roman Empire. The second is a scholarly and brilliant study of the Roman Constitution and its founder. There will be several additions to *The National Social Science Series*, prominent among which will be "The American City" by Henry C. Wright and "Sociology" by Professor John M. Gillette, of the University of North Dakota. Dr. Wm. S. Sadler will add a work on "The Care of the Baby" to his popular series of books on *Health and Hygiene*. Henry C. Merwin will have a work on "The Horse" written especially for owners and lovers of that animal. An important work by Professor Henry S. Pratt is "A Manual of the Common Invertebrate Animals." Katharine B. Judson, who has made a special study of northwestern history, will contribute "Early Days in Old Oregon." Another notable book upon the list is "Our Field and Forest Trees," by Maud Going.

Travelers: For the publishing department, A. Wessels (Eastern States); C. B. McCarthy (West).

DAVID MCKAY announces for the coming year: "The Real Oscar Wilde" by R. H. Sherard, "Jerusalem" by Pierre Loti, "The Life of Paracelsus" by A. M. Stoddart, "Spanish in a Week" by T. S. Romero, "Spanish, Commercial and Professional" also by T. S. Romero, "Mitchell's Guide to the Game of Chess" by David A. Mitchell, Chess and Checker Editor of the Philadelphia *Ledger*, the addition of the Russian-English and English-Russian dictionaries to his *Vest Pocket Series*, volume on "After Dinner Stories" in the *Popular Hand-Books*, several new volumes in his large list of occult books, "Salads, Sandwiches and Chafing Dish Recipes" by Marion Harris Neil, "Practical Basketry" by Anna A. Gill, and "The Mary Dawson Game Book" by Mary Dawson, who is Entertainment Editor of the *Delineator*. The new juveniles include a new illustrated book by H. Willebeck LeMair with rhymes by R. H. Elkin, a new volume in the *Clif Stirling Series*, which will be published at a popular price, a new edition of "Robin Hood" illustrated by N. C. Wyeth, "The American Boys' Book of Electricity" uniform with "The American Boys' Workshop," and two new volumes of *Frank Merriwell Books*. Special cover designs and colored wrappers have been made for a number of standard juveniles.

Travelers: David McKay; James S. McKay; and Alex. McKay.

McLOUGHLIN BROS. announce interesting additions to their extensive juvenile toy book, linen, board and cloth book lines, and also reductions in prices throughout their entire book list. Many additions and changes have also been made in their well-known drawing and painting book lines.

Travelers: Chas. E. Miller, Wm. J. Kelly, Wm. E. O'Kane, H. S. Stoll, Arthur Le Long, Le Roy Howard and Elmer Bailey.

THE MACMILLAN COMPANY travelers are now on the road at work on what they consider the strongest spring list they have had in many a year. In fiction the book that will probably create "the most talk" is Nathan Kussy's "The Abyss." There is also Mary S. Watts' new book, "The Rudder," Edwin Herbert Lewis' "Those About Trench," Jack London's "The Little Lady of the Big House," William Allen White's "God's Puppets," Richard Aumerle Maher's "The Shepherd of the North," May Sinclair's "The Belfry," John H. Walsh's "Cam Clarke," Stella Benson's "I Pose," Kuprin's "The Duel," and Rabindranath Tagore's volume of "Short Stories." The juvenile list consists of the Drama League's prize play by Cornelia Meigs, "The Steadfast Princess," and Kate Stephens' "The Mastering of Mexico." There will also be added to the *True Stories of Great Americans Series* four new volumes. Under literature may be mentioned Masefield's "Good Friday and Other Poems," "Songs and Satires" by Edgar Lee Masters, author of "Spoon River Anthology," Wilfrid Wilson Gibson's "Battle and Other Poems," Edwin Arlington Robinson's "The Man Against the



ALEXANDER C. KEOWEN

Representing Thomas Nelson & Sons

ALEXANDER C. KEOWEN was born in Brooklyn in the early sixties. On finishing school life he entered the employ of T. B. Ventres, Brooklyn, as list boy, serving at the same time as messenger for The Brooklyn Bible Society, delivering Bibles and tracts to the marines at the Brooklyn Navy Yard. In 1880 he entered the employ of Thomas Nelson & Sons as a junior stock clerk and was advanced in time to the position of salesman, representing the firm in the southwest and northwest for several years. He is now in charge of the New York City business.

Sky," William Butler Yeats' "Reveries Over Childhood and Youth," Herman Hagedorn's "The Great Maze," "The Heart of Youth," Harriet Monroe's "The New Poetry," an anthology, Jack London's "The Acorn Planter," and St. John G. Ervine's "John Ferguson." Three new books will be ready for the Shakespeare tercentenary, a new edition of the standard Shakespeare biography by Sidney Lee, Ashley H. Thorndike's "Shakespeare's Theatre," and Louise Ayres Garnett's "Master Will of Stratford," a Shakespeare play for children. Among illustrated books will be a new edition of Lorado Taft's "The History of American Sculpture," Harold N. Fowler's "A History of Sculpture," a new edition of Alice Morse Earle's "Old Time Gardens," Frederick P. Rockwell's "Around the Year in the Garden," and William J. Cromie's "Keeping Physically Fit." Among the important books bearing on the war are Arthur Bullard's "Diplomacy of the Great War," E. D. Toland's "The Aftermath of Battle," Robert H. Fife, Jr.'s "German Empire Between Two Wars," Arthur Sweetser's "Roadside Glimpses of the Great War," and H. G. Wells' "What Is Coming?" Under public affairs will be J.

F. Abbott's "Japanese Expansion and American Policies," Julius Henry Cohen's "Law and Order in Industry," Washington Gladden's "Commencement Days," Heinrich Treitschke's "Politics" in two volumes, Dr. Stephen Smith's "Who Is Insane?" and "The American Whitaker Almanac and Encyclopedia for 1916." New works in history and biography are the sixth volume of "The Writings of John Quincy Adams," the new edition of John Spencer Bassett's "The Life of Andrew Jackson," Ernest F. Henderson's "A Short History of Germany" enlarged in two volumes, a new edition of Earl of Cromer's "Modern Egypt" in one volume, "The Life of Disraeli," vol. 4, Newton D. Meremess' "Travels in the American Colonies, 1690-1783," and O. W. Scroggs' "Filibusters and Financiers." The books of a religious nature are William DeWitt Hyde's "The Gospel of Good Will as Revealed in Contemporary Christian Scriptures," S. Parkes Cadman's "Three Religious Leaders of Oxford and Their Movements; John Wycliffe, John Wesley, John Henry Newman," Charles Lewis Slattery's "Why Men Pray," Anson Phelps Stokes' "What Jesus Christ Thought of Himself," Henry Otis Dwight's "The Centennial History of the American Bible Society" in two volumes, and a series complete in eight volumes which presents a graded system of elementary moral and religious education for the home and private school, known as "The King's Highway Series" by E. Hershey Sneath, Dean George Hodges and Henry Hallam Tweedy. The fourth volume of Bailey's "Standard Cyclopaedia of Horticulture" will soon be ready, also a new edition of L. H. Bailey's "Manual of Gardening," and the following new volumes and new editions in the *Rural Science Series* under the editorship of L. H. Bailey: Arthur W. Gilbert's "The Potato," Edward B. Voorhees's "Fertilizers," S. W. Fletcher's "The Strawberry in North America," P. H. Rolfs's "Subtropical Vegetable-Gardening," L. H. Bailey's "The Pruning Book," J. O. Morgan's "Field Crops for the Cotton Belt."

Travelers.—William P. Albrecht, sales manager, Boston and Philadelphia; Thomas Cuthbertson, Middle West and Pacific Coast; George M. Reusse, New England States and the South; George P. Brett, Jr., New York City; Peter Mulligan, New York City; and Charles Trenkle, house salesman.

THE G. & C. MERRIAM Co. announce no new dictionary for the spring. Their various dictionaries will be pushed as usual by their travelers, including Webster's New Ideal Dictionary, especially adapted for office and general use, which has been added to the trade list during the past year.

Travelers: Winthrop C. Short (the South and parts of the Middle West); Arthur M. Rowley (New England); William H. Maddock (the entire educational field); Harris W. Baker (the large cities of the United States and Canada).

MOFFAT, YARD & COMPANY announce for early spring publication the following books: An au-

thorized translation by Beatrice M. Hinkle of Dr. C. G. Jung's "Psychology of the Unconscious"; "The Carnival of Destiny," a striking new novel by Vance Thompson; "The Silver Spoon," a novel of contemporary New York life by Reginald Wright Kauffmann; "Go Forth and Find," a new novel by Edward S. Moffat; "When Mother Lets Us Carpenter," an addition to the *When Mother Lets Us Series*, by John D. Adams; and "When Mother Lets Us Model," by Helen Mortimer Adams.

Travelers: Harry F. Hull; James R. Lewis; Harold Webber; and Ernst Richers (west of Denver).

THOMAS NELSON & SONS have many new styles of their Bibles and Testaments to show the trade in both the American Standard Version and the King James Version, including some beautiful genuine morocco bindings. Their prayer books and hymnals have also been added to, and with their devotional books are especially suitable for the Easter trade. The *New Century Library of Standard Authors* on India paper is now made with artistic end papers and supplied in very attractive dark green boxes with white stamping. They also call attention to Nelson's "History of the War," which is being issued at the rate of a volume a month, nine volumes being now ready. This history is being compiled and written by John Buchan. They have added a number of volumes to the *Collection Nelson*, printed in French, and are also issuing these books in limp leather binding.

Travelers: H. B. Smith; J. J. Hamilton; George F. Bachmann; Thomas MacLaren; A. C. Keowen.

THE NEW YORK BOOK COMPANY will make a large increase in their line. Two new series for boys and girls of the "in-between" age, 8 to 11 years, *The Merryvale Boys*, six titles by Alice Hale Burnett, and *The Merryvale Girls*, four titles by the same author, will be published in May. These books will contain many full-page color plates and numerous illustrations in black and white. Their juvenile list will also include *How-To-Do-It!* books, *Wonder Island Boys*, *Boy Globe Trotters*, *Ethel Morton Books*, *Campfire & Trail*, *Mountain Boys*, *Hickory Ridge Boy Scouts*, as well as the popular *Appleton Boys' Library* of 50 titles, among them some of the works of Barbour, Stoddard, Camp, Jenkins, Dowling, etc. Two new lines of gift books will be added, embracing a large number of standard classics. An attractive line of gift novelties will also be offered, which will cover a wide range of subjects.

Travelers: Edgar L. Zerbe, New York, New England and larger cities of Middle West; J. T. Ellingwood, Pennsylvania and Southeastern States; O. J. Bailey, Pacific Coast, Illinois, Wisconsin, Michigan; A. Lowenthal, Central Southern States, Northern New England and Eastern Canada; H. E. Lindberg, Western Canada, the Dakotas, Ohio and Indiana; S. H. Hunter, Minnesota, Nebraska, Kansas, Iowa, Missouri.

THE J. S. OGILVIE PUBLISHING COMPANY

brought out recently a dainty line of books of card games, covering the latest official rules and information concerning poker, five hundred, whist, rum, pinochle, euchre, and cribbage. They are built of a size to fit in any post-card rack. They have also just issued a book of "True Ghost Stories," by Hereward Carrington, who was instrumental in bringing Eusapia Palladino to this country. "Ogilvie's Astrological Birthday Book" is another recent publication.

Traveler: William M. Badenhop.

THE OPEN COURT PUBLISHING COMPANY offer the following new books for 1916: "Justice in War Time" by the Honorable Bertrand Russell, a review of the foreign policy of the belligerent nations during the years 1904-1915. The author of the book is a grandson of the famous Lord John Russell who succeeded in passing the Reform Act of 1832 which gave universal suffrage to the men of England. Another important book is "Illustrations of Positivism" by John Henry Bridges, essays written in the last thirteen years of Dr. Bridges' life. Another war book is "Carlyle and the War" by Marshall Kelly. Mr. Kelly is an Englishman and his book was forbidden to be published in England. A book belonging to the Open Court series of books on the philosophy of war is "Neutrality" by S. Ivor Stephen. It is both amusing and startling. The author is a well known New York newspaper man who writes under a *nom de plume*. The book is illustrated with many amusing cartoons and some very fine half tone pictures of some chief leaders in the war. Another spring publication is "Fundamental Conceptions of Modern Mathematics," a discussion of definitions embodying the Fundamental Conceptions of Mathematics. Another book Paul Carus will contribute is entitled "Venus," an archaeological study of the Goddess of Womanhood, beautifully illustrated.

THE OXFORD UNIVERSITY PRESS, American Branch, is pleased to announce an innovation in pulpit Bibles—a new series of these books printed on the famous Oxford India paper. They are printed with good clear type, are compact in size, light in weight and at a medium price. Lovers of fine books will be interested to learn that some of the Oxford Poets on Oxford India paper may now be had bound in full morocco with ornamental gilt backs. The Oxford University Press announces the following CLARENDON PRESS publications for the Spring of 1916: In the department of literature and the classics, "Portugal," an anthology translated and edited by George Young, and "Epictetus," the "Discourses" and "Manual," together with fragments of his writings, translated, with introduction and notes by P. E. Matheson; *Oxford Library of Prose and Poetry*, "Wordsworth's Convention of Cintra," with introduction by A. V. Dicey, and "Curzon's Monasteries of the Levant," with introduction by D. G. Hogarth; in the department of history and politics, "Oxford Studies in Social and Legal History," edited by Paul Vinogradoff, vol. 5

pt. 1, "Some Effects of the Black Death" by A. E. Levett and A. Ballard; pt. 2, "Rural Northamptonshire" by R. Lennard; "Lord Selkirk's Work in Canada" by Chester Martin, "Keigwin's Rebellion (1682-4)" by Ray and Oliver Strachey, "The Foundation of the Ottoman Empire" by H. A. Gibbons, "Battle Sketches" by A. N. Hilditch, "Marco Sanudo" by J. K. Fotheringham and L. F. Williams; and miscellaneous, "Worcester Manuscripts" by C. H. Turner, "The Sarum Missal" by J. Wickham Legg, "John Radcliffe, His Fellows and Foundations" by J. B. Nias, "The Oxford Song Book" by P. Buck, and "The Oxford



OTTO J. HAMMEN

*Representing the Oxford University Press,
American Branch*

OTTO J. HAMMEN became associated with the Oxford University Press, American Branch, in 1911. He was filling a position in the accounting department and had only been with the house a few months when he was sent out to finish the trip of another man who was taken sick. He took hold understandingly from the very start, and as the other man resigned, Otto has been making the territory ever since. He visits Missouri, Nebraska, Kansas, Oklahoma, Iowa, Minnesota, Wisconsin, and North and South Dakota, territory enough to keep him tolerably busy.

Almanack for 1916" with a reproduction in Chromocollotype of Turner's water-color of Christ Church Hall. MR. HUMPHREY MILFORD will publish: In the *Oxford Editions of Standard Authors*, Lockhart's "History of Napoleon Buonaparte," with an introduction by J. Holland Rose, "Stories and Poems by Bret Harte," edited with introduction and notes by Wm. Macdonald, Sir Edward Creasy's "Fifteen Decisive Battles of the World," with an introduction by H. W. C. Davis, Charles Reade's "The Cloister and the Hearth"; in the *World's*

Classics, "Letters Written in War Time," selected and edited by H. Wragg, Mrs. Gaskell's "Right at Last" and other tales, with introduction by Clement Shorter, Hazlitt's "Characters of Shakespeare's Plays," with introduction by Sir A. T. Quiller-Couch, "English Critical Essays" (Nineteenth Century), selected and edited by Edmund D. Jones, "English Prose: Narrative, Descriptive and Dramatic," compiled by H. A. Treble; in the *Oxford Garland*s, five new volumes, "Elegies and Epitaphs," "Songs for Music," "Poems on Animals," "Modern Lays and Ballads," and "Epigrams"; and miscellaneous, "Select Early English Poems," edited by Professor I. Gollancz, "Comparative Religion: Its Adjuncts and Allies" by L. H. Jordan, "The Heart of Buddhism: an Anthology of Buddhist Verse," translated and edited by K. T. Saunders, "A Book of Sorrow: an Anthology of Poems," compiled by Andrew MacPhail, "Rajput Paintings," by A. K. Coomaraswamy, "Reproductions of the Ajanta Frescoes," a portfolio of some 46 plates in color and monochrome after Lady Herringham's copies, "The Beginnings of Buddhist Art" by A. Foucher, translated by L. A. and F. W. Thomas, and "Church Art in England: the English Chancel" by Francis Bond.

Travelers: C. C. Schepmoes, D. I. MacFadden, Charles Korbel, Frederick Bayer, William H. Allen, O. J. Hammen, F. J. Guck, and Henry Taber.

THE PAGE COMPANY'S spring list includes the following titles: In fiction: "Six Star Ranch," another success by the author of the Pollyanna Glad books; "Sylvia of the Hill Top," a sequel to "Sylvia's Experiment: The Cheerful Book" by Margaret R. Piper; "The Violin Lady," a sequel to "The Fiddling Girl" and "The Proving of Virginia" by Daisy Rhodes Campbell; "The Girl from the Big Horn Country" by Mary E. Chase. The list of fiction for young people includes "Blue Bonnet Keeps House," a new volume in the *Blue Bonnet Series* by Caroline E. Jacobs and Lela Horn Richards; "Eleanor of the Houseboat" by Louise M. Breitenbach, author of the *Hadley Hall Series*; "The Pioneer Boys of the Columbia," a new volume in the *Young Pioneer Series* by Harrison Adams. Two new titles are to be added to the *Little Cousin of Long Ago Series*, "Our Little Viking Cousin of Long Ago" by Charles H. L. Johnston, and "Our Little Saxon Cousin of Long Ago" by Julia Darrow Cowles. Three new titles are to be added to the *Cosy Corner Series*, "Editha's Burglar" by Frances Hodgson Burnett; "The Pineboro Quartette" by Willis Boyd Allen; "The Littlest One of the Browns" by Sophie Swett. Three notable books of travel and description also appear on the Spring list: "Arizona, the Wonderland" by George Wharton James, author of "California: Romantic and Beautiful"; "Texas, the Marvelous" by Nevin O. Winter (both of these titles are added to the *See America First Series*); and "The Spell of Egypt," a new volume in the popular *Spell Series* by Archie Bell, author of "The Spell of the Holy Land." During the

fall and summer the following titles are to be published by this house: (In fiction) a new novel by Mrs. Henry Backus, tentatively entitled "Skyland on the Knobs"; "Pippin," an important new story, by Laura E. Richards; a war novel by Theodore Goodridge Roberts, who is now fighting in France with the first contingent of Canadian volunteers; and "School Days on Friendly Terrace," a new volume in the *Friendly Terrace Series*, by Harriet Lummis Smith. "One Hundred Things a Bright Girl Can Do" by Liela Elizabeth Kelly. Two new volumes are also to be added to the *Spell Series*, "The Spell of America's Tropics" (tentative title) by Mrs. Larz Anderson, author of "The Spell of Belgium," and "The Spell of Scotland" by William E. Griffis. "Our Little Pompeian Cousin of Long Ago" by Luna May Innes is to be added to the *Little Cousin of Long Ago Series*. To the Estes catalogue, now controlled by the Page Company, will be added, of course, the new "Chatterbox," the "king of all juveniles." Sully & Kleinteich are now sole selling agents for the publications of Dana Estes & Company, which are now controlled by the Page Company.

Travelers: (For the Page line) A. P. Roche, J. J. Mullen, J. F. Weston; (for the Estes line) George Sully, Hermann Kleinteich, W. H. Kleinteich, G. L. Sully.

THE PENN PUBLISHING COMPANY, in making its plans for 1916, will depart somewhat from its previous lines. There will be the usual number of stories for boys and girls and for younger children, but in addition they will publish this year several illustrated books by well-known artists. "Vanished Towers of Flanders" by George Wharton Edwards, with twenty illustrations in color, and many full page sketches in black and white by the author, will probably be the most notable. This book deals with the ruined architecture of various war-wasted cities in Flanders. Robert Shackleton has produced "The Book of Boston," giving most interesting impressions of places, well-known and obscure, in and about Boston. On March 7th, Edwin Batemen Morris's novel, "Our Miss York," will be published. It is a story of the struggle between a business woman's ambition and desire for sympathy and love. A strong novel by a new author is "Richard Richard" by Hughes Mearns. "Cap'n Gid" by Elizabeth Lincoln Gould, announced last year, will be published sometime during the summer. It is a story of a retired New England sea captain, and is in the same optimistic vein as "Grandma," by the same authoress. Perhaps the most interesting book for boys and girls this year will be "The Princess Pocahontas" by Virginia Watson. It is historical and biographical in character and contains illustrations in color by George Wharton Edwards. "The Governess," by Julie M. Lippmann, author of the "Martha" books, is a new edition with new illustrations of a story previously published. "Little Mother" by Ruth Brown MacArthur is a story by a new author. Mary Pemberton's Ginther's "Beth Anne,

Really-for Truly," is the second of the *Beth Anne* stories, and Grace M. Remick's "Jane Stuart, Comrade," will be the fourth of her very popular series. William T. Nichols' "The Safety First Club" is an interesting and instructive story for boys from 12 to 15. "Ross Grant, Tenderfoot" by John Garland is the second of the series dealing with mining life. "Philip Kent in the Lower School" by T. Truxton Hare is the second of the school stories by this well-known athlete, and W. A. Freehoff's "The Young Farmer at College" is a sequel to "The Young Farmer." Among the books for younger children are "A Little Maid of Bunker Hill" by Alice Turner Curtis, the fourth book in the *Little Maid Historical Series*; "Miss Ann and Jimmy," the beginning of a new series, and "The Three Gays at Merryton," by Ethel C. Brown. C. E. Kilbourne adds to his popular *Baby Animal* stories "Baby Kangaroo and Lilly Lamb." "The Story of Glass" by Sara Ware Bassett, is a new title in the *Industrial Series*. New titles among the 50 cent and 25 cent books are "The Rambler Club at Panama" by W. Crispin Sheppard, "Letty's Springtime" by Helen Sherman Griffith, and "Ted Gilman" by Alice Turner Curtis. There will also be added to the 25 cent series a number of other titles by Helen Sherman Griffith, Mary A. Denison, Lucy Foster Madison, etc. As usual a number of interesting plays will be published during the year.

Travelers: Charles C. Shoemaker, New York and Boston; Frank W. Shoemaker, Other large cities and Pacific Coast; Fred Krauss, South and Middle West; Edward W. Mumford, New York State and New England.

ISAAC PITMAN & SONS will shortly publish the following works: "Pitman's Spanish Commercial Reader" by G. R. MacDonald, "Simple Lessons in Color" by H. A. Rankin, "Lessons in Color" by H. A. Rankin, "Pencil Drawing" by H. A. Rankin, "Pastel Work" by H. A. Rankin, "The Teaching of Color" by H. A. Rankin, "Linen from the Raw Material to the Finished Product" by A. S. Moore, "Leather from the Raw Material to the Finished Product" by J. Adcock, "Timber from the Forest to Its Use in Commerce" by W. Bullock, "Wheat from the Ground to the Consumer" by A. Millar, "Clays and Clay Products" by Alfred B. Searle, "Guide to Life Assurance" by S. G. Leigh, "Foreign Exchange and Foreign Bills in Theory and in Practice" by A. F. Spalding, "Advanced Typewriting and Office Training" by Meyer E. Zinman, "Shorthand Teacher and Clerical Assistant" by Meyer E. Zinman, "Pitman's Shorthand Catechism" by William Wheatcroft, "Speed Training in Pitman's Shorthand" by T. F. Marriner, "Pitman's Reporter's Assistant," 9th edition, "Pitman's Dictation Instructor" by E. H. Craver, "Pitman's Theory Practice Book" by E. W. Smith, "Style Book of Business English" by Hammond & Herzberg, "The Return of Sherlock Holmes" by A. Conan Doyle.

Travelers: P. C. Leadbeater, general representative; A. C. McClurg & Company and

Robert S. Leete & Company, Chicago (Middle West); The H. S. Crocker Company, San Francisco, Cunningham, Curtiss & Welch, Los Angeles, Cal., and Lowman & Hanford Company, Seattle, Wash. (Pacific Coast); F. F. Hansell & Brother, New Orleans, La. (South).

THE PLATT & PECK COMPANY are making many changes in their line of painting books, and will offer this year improved books to retail at 10 cents, and improved boxed painting outfits to retail at 25 cents, 50 cents, 75 cents and \$1.00. They are also adding attractive numbers to their toy book line and will have some good story books for little readers to retail at 10 cents and 25 cents. One of the attractive series in their line will be large-type books of simple, easy stories, profusely illustrated. The Platt & Peck Company has taken over the L. T. Meade books formerly published by Grosset & Dunlap, and will continue to offer an attractive book to retail at 25 cents. They have also taken over the successful valentine *Cutout and Rocker Books*, formerly handled exclusively by the American News Company. One of the most important things in their new line will be the "John Martin Annual," which will be made up from the *John Martin Magazine*, one of the most successful and attractive children's magazines published in America. It is thought that this annual, distinctly American in every respect, will meet with instantaneous favor with the trade and the reading public. Additions will be made to various series in their list, such as the "Five Little Stars," "The Blue Birds," "Peggy Parsons," etc. One of the features of the Platt & Peck Company line which made an impression on the trade last year is their "Something To Do Books." There is a growing and insistent demand for books of educational value which furnish occupation and amusement for little hands at home, and the Platt & Peck Company are supplying more than a dozen books designed for this purpose. The range of activity offered to the child includes cutting, pasting, folding, assembling, painting, printing with blocks and pegs and work with paper, cardboard, cloth, yarn and ribbons. "The Something To Do Books" will furnish occupation for children all the way from the kindergarten age to adults. Another feature of the line this year is the combination constructive toy known as "riveto." In general, riveto is mechanical construction developed along scientific lines, with cardboard as the medium instead of steel. Nuts and bolts are replaced by ring rivets, and a tool is supplied with each outfit for punching the holes and setting the rivets. This method, which is covered by broad patents and registered trade-mark, bids fair to be one of the biggest yet devised in the way of constructive toys.

Travelers: George Edmund Platt and Leslie G. Nourse (large cities); F. H. Nourse (Pacific coast, Middle West and New England); J. G. Young (South, Middle West and a portion of the Eastern territory).

JAMES POTT & COMPANY offer as usual a



RAYMOND A. McNALLY

Representing Rand, McNally & Co.

RAYMOND A. McNALLY is the son of Mr. James McNally, vice-president of Rand, McNally & Co., Chicago, and naturally drifted into the publishing business when he grew to manhood. After some years he went West for his health and became a partner in Belford & McNally, western agents for Rand, McNally & Co. Last year Mr. Belford was given the Coast territory for the school maps and globes and Mr. McNally became exclusive agent for trade books and pocket maps in the Coast states and as far east as Kansas City. He has a branch house at 459 South Olive Street, Los Angeles.

strong line of Bibles, Testaments, prayer books, hymnals, etc., containing new styles and features, all bound in their patent "Unbreakable-Back" binding. A number of new books of travel, biography, etc., will be issued later in the season.

Travelers: Frederick W. Hallam (larger New England cities, Philadelphia, Baltimore, Washington and Pittsburgh); C. D. Duryea (Western cities and the coast); C. B. Steele (Texas); A. B. Tillinghast (West); J. R. Hatfield (Middle West and New York); W. G. Chase (the South); W. L. Mezger (New England).

PRINCETON UNIVERSITY PRESS has in press for early publication "French Policy and the American Alliance" by Edward F. Corwin, "American Government and Majority Rule" by Edward Elliott, "The Age of Romance" by Sir Walter Raleigh, "The Single Tax Movement in the United States" by Arthur Nichols Young, and "England and Germany 1740-1914" by Bernadotte Schmitt. Of last year's publications Major-General Leonard Wood's "The Military Obligation of Citizenship," Edwin Grant Conklin's "Heredity and Environment," W. E. Griffis' "The Mikado"

and Jacob Gould Schurman's "The Balkan Wars" are selling well.

Travelers: Whitney Darrow, the secretary and manager of the company; Sterling Galt, Jr.; and Elmer C. Nelson.

G. P. PUTNAM'S SONS report among their spring publications: "Star of the North," by Francis W. Sullivan, author of "Children of Banishment," a story of love and rivalry in the land of the trapper and wind-swept ice; "Bars of Iron," by Ethel M. Dell, author of "The Keeper of the Door," the story of a secret, the telling of which may jeopardize the hold which the hero has on the love of the heroine, but the withholding of which subjects him to unshared intimacy with a spectre of the past; "The Wiser Foll'" by Leslie Moore, author of "The Peacock Feather," a story of love on an old estate, the occupying family of which is threatened with dispossession through a flaw in the title; "The Road to Mecca," by Florence Irwin, the story of a social climber who makes good; "Drifting Waters," by Rachel S. Macnamara, author of "The Fringe of the Desert," telling of the antagonism of rival claims upon the developing life of a young girl; "The Heir of Duncarron," by Amy McLaren, author of "Bawbee Jock," containing colorful descriptions of Scotch scenes and characters; "Unhappy in Thy Daring," by Maurice Lyle, the growing estrangement of a wife who cares for horses and a husband who is devoted to music and reading; "A Tall Ship on Other Naval Occasions," by Bartimeus, author of "Naval Occasions," is descriptive of life in the British Navy; "Tristram Sahib," by I. A. R. Wylie, author of "Native Born," a tale of India; "Personal Recollections of Abraham Lincoln," by Henry B. Rankin, formerly associated with the law firm of Lincoln & Herndon; "Diamonds: A Study of the Factors that Govern their Value," by Frank B. Wade; "Buddha and the Gospel of Buddhism," by A. Coomaraswamy; and "The Renaissance," by Louis Battifol, the first volume in the six-volume "National History of France," in course of preparation under the editorial supervision of Frantz Funck-Brentano.

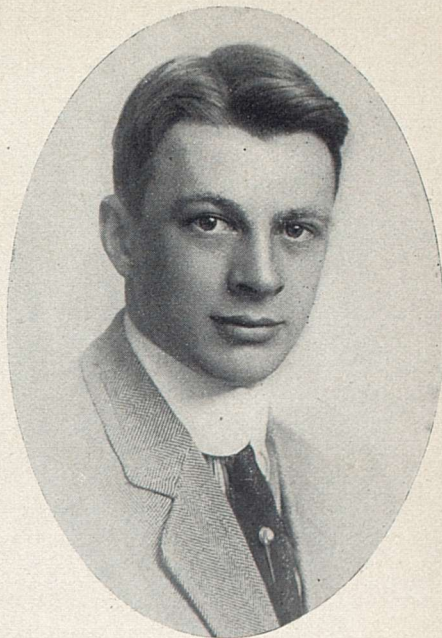
Travelers: H. L. Allison; Robert G. Anderson; Walter McGall.

RAND, McNALLY & COMPANY are adding this year seventeen new titles to their list. The preponderance of the new issues are, as formerly, destined for the young folks to whom this line has appealed for years. On April 15 this Chicago publishing house announces three new and attractive additions to the out-put of fiction. The leader, perhaps, is Lilian Bell's "About Miss Mattie Morning-glory." The author of "The Love Affairs of an Old Maid," "The Expatriates," "Hope Loring," Carolina Lee," and a dozen other novels, has put three years of labor on her new love story. Harold Titus, who is known best as a magazine writer, contributes "—I Conquered," a thrilling action story of the Western plains, the story of a man's victory over the drink habit, his mastery of himself, his subduing of a wild

western stallion—and his love affair. "My Friend Phil" by Isabel Peacocke is an English book printed here by Rand, McNally & Company, a sweet and attractive record of the doings of lovable Little Phil. "The Business of Government; Municipal" by Frank M. Sparks is the first of a series of forthcoming books to take up "the State" and "The Nation." In April there will be four new titles in the new *Ranally Series*: "Kipling Boy Stories," illustrated by Allen St. John; "King Arthur and His Knights" by Maude Radford Warren, illustrated by Walter Enright and St. John; "Kidnapped" with pictures by Milo Winter; and "Hans Brinker," illustrated by Winter. The fall publications will all be juveniles and among them is announced "The Real Mother Goose," with 177 colored illustrations and 313 verses. Other books for children are: "I Wonder Why" by Elizabeth Gordon, with pictures by Penny Ross; "When Little Thoughts Go Rhyming" by Elizabeth Knobel, a book of verse illustrated by Maginel Wright Enright; "Adventures of Sonny Bear" by Frances Margaret Fox, with pictures by Warner Carr; "The Land of Don't Want To" by Lilian Bell, with colored and black and white illustrations by Milo Winter; "Play Days on Plum Blossom Creek" by Arland D. Weeks, illustrated by Carr; "Bobbie Bubbles" by E. H. Sherwood and Maud G. Budlong. Two new Windermere books, "Alice in Wonderland" and "Through the Looking Glass," and "Andersen's Fairy Tales" illustrated by Winter, are promised.

Travelers: Joseph E. Goodwin (New York City and East), assisted by W. C. Eubank and H. W. Edson; George H. Flanagan (Chicago and Central West), assisted by Mr. H. E. Bachant; Raymond A. McNally (Pacific Coast and Southern States).

THE REILLY & BRITTON Co. are the exclusive sales agents for the new Harold Bell Wright novel which is to be published August 10 by The Book Supply Company. They announce for April 20 "The Daredevil" by Maria Thompson Daviess, author of "The Melting of Molly." This will be a full-sized novel—the longest story Miss Daviess has written. In March will be issued "Imperilled America" by John Callan O'Laughlin, former assistant secretary of state and now Washington correspondent to the Chicago *Herald*, who writes with authority on our international problems. L. Frank Baum's annual juvenile will appear July 1—title, "Rinkitink in Oz." Other new juveniles scheduled for July are: "The Children's Own Story Book" by Norma Bright Carson; "Jinks and Betty" by Myra G. Reed; "Ever New Stories for Children" (compiled); "The Teenie Weenies" by William Donahey; "Snuggle Tales"—four titles—by L. Frank Baum, and "Johnny Hep the Soldier Boy" by H. L. Saylor. A new series for boys, called *The Boys of Today Series* will be inaugurated May 1 by "Tom Wickgam, Corn Grower," to be followed in July by "Bob Hazard, Dam Builder." The author is Carl Brandt of New York.



ROBERT P. LAPHAM

Representing the Reilly & Britton Co.

ROBERT P. LAPHAM really started his career in the book business when he was born the son of his father—though he escaped its allurements as a vocation till he began his present association with The Reilly & Britton Co., four years ago. Young Lapham, with his smiling face and sunny disposition, has made many friends in the trade everywhere. He travels this year in the South, Middle States and New England.

The Mary Louise Series by Edith Van Dyne, author of the *Aunt Jane's Nieces Series*, will be launched by the publication July 1 of "Mary Louise in the Country." In the well-known line of *R. & B. Graduation Books* are two new titles (ready in February)—"School Friendship Book" and "My Graduation Days." "My Golden School-Days," "The Girl Graduate" and "School-Girl Days" will soon be issued in novelty bindings of illuminated tooled leather, but the cloth and ooze leather bindings will be continued as heretofore.

Travelers: W. F. Lee (the East, Canada and the Pacific Coast); S. H. Darst (the Central West); R. P. Lapham (the South and Southeast).

FLEMING H. REVELL COMPANY announce for early publication "Web of Steel," written by Cyrus Townsend Brady in collaboration with his son, Cyrus Townsend Brady, Jr. It tackles some big problems of life and conduct. "The Castle of Cheer" by Charles H. Lerrigo, author of "Doc Williams," a story dedicated to the memory of Dr. Edward L. Trudeau, centering around the work of an institution which gives its title to the book; J. J. Bell's story of the further adventures of Wee Macgregor, "Wee Macgregor Enlists"; "The Confessions of a Hyphenated American" by Edward A. Steiner, author of "On the Trail



BENJAMIN SPERO

Representing the Saalfield Publishing Co.

BENJAMIN SPERO is always sure of a hearty welcome from the trade whenever he shows up. This is because of his genial smile and unruffled disposition. He has known nothing but the life of the roaring rail, having been on the trail of traffic ever since he was sixteen and each year he widens his circle of friends. Since 1909 he has been one of the most aggressive salesmen of The Saalfield Publishing Company. This season he is making Canada, the Northwest, and the principal cities east of Chicago.

of the Immigrant," and really the other side of this great question. Norman Duncan's new story to be ready this Summer, "Billy Topsail, M.D.," is a tale of adventure with Dr. Luke of the Labrador. "Tell Me a 'Hero' Story," Mary Stewart's new book of true stories for children, which will be issued this Summer, is a companion volume to her "Tell Me a True Story." John Henry Jowett's new book, "The Whole Armour of God," will be ready this summer.

Travelers: Fleming H. Revell, Jr. (Philadelphia, Boston, Chicago and other large cities); W. H. Mook, Jr. (Pacific Coast); A. E. Raetig (New England, South and Middle West).

THE SAALFIELD PUBLISHING COMPANY always have something interesting in the way of muslim books. Two new series, four titles in each, are added this year to their already extensive line. As to toy books, they promise a new cut-out series, with such titles as "The Tale of Peter Rabbit," "Peter Peter, Pumpkin-Eater," and "Puss-in-Boots." There is a "Picture A B C Book," too, to make the fourth in the series for the little beginner. Children never tire of color work, and so there are eight painting and drawing books. The titles themselves suggest the good times between the covers—"Circus Painting and Drawing Book,"

"Knockabout Paint and Drawing Book," "Favorite Painting Book," "Jack and Jill Paint Book," and "The House that Jack Built Paint Book." Some are attractively boxed with crayons furnished. Miss Virginia Albert has done some good work in the picturing of "The Tale of Peter Rabbit" and "Peter Rabbit and His Pa," two volumes issued in uniform style, with profuse color work. And here is Billy Whiskers, that rollicking, romping goat to please the children again! He is on the wide plains this season, and in the mountains, too. "Billy Whiskers Out West" promises many a laugh as usual, for Mrs. Montgomery tucks chuckles into the story in a most delightful way. Three new titles are added to the *Boy Scout Series*, making twenty-one volumes in this popular line. Col. James Fiske contributes three mile-a-minute tales to the *World's War Series* for the enjoyment of the 'teen-age boy. "Plays for All Seasons" comes from the ready pen of Grace Richardson, already well and favorably known. The plays are suited to production the year around, call for simple stage settings, and amateurs will be able to handle every one of them well and easily. For the housewife, the Saalfields offer a cook book of value, the work of Mrs. Josephine Bonne, "A Thousand and One Recipes." There is to be an English and also a German edition. Rounding out the line, there are a number of fine bindings added to the Saalfield line of Bibles, especially satisfactory for those who seek Bibles for gifts.

Travelers: Albert G. Saalfield (Pacific Coast); Ben Spero (Canada, Northwest, and cities east of Pittsburgh); A. H. Munk (Middle West and New England); M. G. Field (The South); T. C. Johnson (The Southwest); Geo. W. Webster (Part of the Western States); Thomas C. Lothian (Australia).

CHARLES SCRIBNER'S SONS' list of Spring fiction includes a new novel by Frank H. Spearman, author of "Whispering Smith," entitled "Nan of Music Mountain," the story of the suppression of an outlaw band with pursuits, captures and hand to hand combats, appropriately illustrated by N. C. Wyeth; "The Portion of a Champion," by Francis O'Sullivan, tigre, a romance of the heroic age in Ireland; a series of four plays in one symphony, "The Symphony Play," by Jennette Lee, in which the idea of the prelude, the allegro and andante movements may be followed; "The Long Road Home," by Ralph D. Paine, a story of the sea; and "The Conscript Mother," a simple story of the war from the Italian point of view by Robert Herrick. Non-fiction includes: "A Book-Lover's Holidays in the Open" in which Colonel Roosevelt recounts an almost infinite variety of hunting and travel experiences; Arthur Ruhl's "Antwerp to Gallipoli," distinguished by the extraordinary variety of his experiences in France, Belgium, Germany, Turkey, Bulgaria and Austria; "Why War?" by Frederic C. Howe, who believes that war is brought about by the combination of government and the great industrial forces; a new book by John Reed, illustrated by Boardman Robinson, giving thrilling and often humorous

adventures in the countries at war; "The Meaning of Personal Life" by Newman Smyth; a new nature book by Harriet L. Keeler, "Our Early Wild Flowers," a guide to the Spring flowers of the Northern States, illustrated in color and with many half-tones; John C. Van Dyke's "The Mountain" which considers natural phenomena as the material of art; a volume of poems by L. H. Bailey, "Wind and Weather" much in tune with his recent book, "The Holy Earth"; "Estimates in Art" by Frank Jewett Mather, essays on the great masters; "The Administration of President Hayes" by John W. Burgess; "The Presidency" by William Howard Taft, a clear and simple statement of the functions of the President; "Presidential Nominations and Elections" by Joseph Bucklin Bishop, illustrated with memorable campaign cartoons; "Plays of Strindberg (Fourth Series)," including "The Bridal Crown," "The Spook Sonata," "The First Warning," and "Gustavus Vasa," and a volume of "Tchekoff's Plays (Second Series)," completing the translations of his works. There will be also a new volume in *Original Narratives of Early American History Series*, "Spanish Exploration in the Southwest, 1542-1710"; an extensive and exhaustive book on "William Wordsworth" by George McLean Harper; a new edition with introductory note, and Mrs. Stevenson's description of its writing, of "Father Damien" by Robert Louis Stevenson; new and cheaper editions of "Molière" and "Shakespeare as a Playwright" by Brander Matthews; a new illustrated edition of "Stories of Thrift for Young Americans" by Myron T. Pritchard and Grace A. Tarkington; "Letters from America" which were written to an English newspaper three years ago by Rupert Brooke; "Modern Auction" by Grace G. Montgomery, giving all the revised rules; the following six books by John Galsworthy which have just been acquired by the Scribners which makes them now the publishers of the complete works of Galsworthy in this country: "Fraternity," "The Man of Property," "Villa Ruben," "The Island Pharisees," "A Commentary" and "Plays" (First Series); and "Epic Songs of Russia," a revelation of the literature of the Middle Ages by Isabel Hapgood, issued in a new and cheaper edition.

Travelers: Melville Minton (Chicago and part of Middle West, South and New England); A. S. Knapp (Middle West and South West); F. H. Marling, H. C. Bauer (New York City); R. C. Stolle (Boston and Philadelphia).

SMALL, MAYNARD & COMPANY, INC., have the following books on their spring list: "Ireland of To-day," by varied hands; "The Pillar of Fire: A Profane Baccalaureate," by Seymour Deming; "Poems and Translations," by James H. Hyslop; "Four Plays for Children," by Ethel Sidgwick; "The Bloom of Youth," by Dorothy Foster Gilman (February 19); "The Golden Lamp," by Phoebe Gray (February 19); "One More Chance," by Lewis E. MacBrayne and James P. Ramsey (April 16); "Of One Blood," by Charles M. Sheldon



ALBERT S. KNAPP

Representing Charles Scribner's Sons

ALBERT S. KNAPP became associated with Charles Scribner's Sons some seventeen years ago, and for some time was employed in an inside capacity. In 1907 he made his initial trip on the road, and has since represented his firm with marked success in all his territory. He is liked and respected by the trade, and few men in the business have more friends or a wider acquaintance.

(April 16); and "The Accolade," by Ethel Sidgwick (February 19).

Travelers: S. S. Glass, sales manager (entire country); F. J. Sloane (New York and Eastern States).

THE STANDARD PUBLISHING COMPANY will be represented by Charles M. Roe.

STEWART & KIDD COMPANY are publishing this spring: "Camp Fires in the Yukon" by Harry A. Auer, an account of practically unexplored sections written by a big game hunter; "The Citizens Book," a volume of municipal economics containing valuable information for those interested in civic affairs; "Tales from the Old World and the New" by Sophie M. Collmann, a popular book for young people between 12 and 16; "Notes of a Busy Life" by Hon. Joseph Benson Foraker, which deals with many public and political events and incidentally with many national characters; "The Truth About the Theater" written by one of New York's theatrical managers, recounting his experience in producing and managing of plays and the trials and tribulations of author, actor, and manager; a ninth printing of "The Book of The Black Bass" with new three color cover jacket; and a second edition of "The Quiet Courage and Other Songs of the Unafraid" by Everard Jack Appleton, with additional poems.



WILLIAM H. KLEINTEICH
Representing Sully & Kleinteich

WILLIAM H. KLEINTEICH started in the book business in 1908 with Raphael Tuck & Sons, Co., and was with them five years as traveling man in the West and New York State. He left them in December 1912 to go with McLoughlin Brothers, remaining with this house until 1914. Later he was connected with Parker Brothers, game publishers of Salem, Mass. In January 1915, he cast his lot with Sully & Kleinteich with whom he now hopes to remain for many strenuous years to come.

Travelers: John G. Kidd (larger Eastern Cities); Ernest Richers (San Francisco and the West); Walter Pettibone (Middle West and smaller Eastern Cities). The following jobbers will handle the firm's books in their territory: The Baker & Taylor Co. (New York); DeWolfe, Fiske & Co. (Boston); A. C. McClurg & Co. (Chicago); The J. K. Gill Company (Portland, Oregon).

FREDERICK A. STOKES COMPANY'S spring fiction list has for its outstanding feature "Mrs. Balfame," a new novel by Gertrude Atherton, to be published February 25th. Mrs. Atherton here gives us a mystery story centering about the murder of the husband of the beautiful society leader of a small town. "The Fifth Wheel" by Olive Higgins Prouty, author of "Bobbie, General Manager," will be ready in March, and although not a sequel it tells more of Bobby. "Persuasive Peggy" by Maravene Thompson was published in January, along with a revised edition of Gertrude Atherton's "The Conqueror." In "The Coast of Adventure" Harold Bindloss takes us with two adventurers through a Central American revolution. "Drusilla with a Million" by Elizabeth Cooper, author of "My Lady of the Chinese Courtyard," is a story of an inmate of an Old Ladies' Home to whom a million

dollars is left. What she does with it and what it does to her makes an unusual theme. "Collected Tales" by Barry Pain is the first volume in a series to comprise a selection of the author's best work. "A Companion" by Maxim Gorky will be ready in March. "Twenty-six Men and a Girl" by the same author, a selection of some of the best stories of Russian life, and Nikolai Gogol's "The Mantle and Other Stories" will be ready February 25th. "The Whirligig of Time" by Wayland Wells Williams will be ready in April. The Stokes non-fiction list contains: "The Unchastened Woman" by L. K. Anspacher; "Contemporary Belgian Literature" by Jethro Bithell; "Belgium" by Frank Brangwyn, a handsome volume of 27 full-page plates reproduced after the drawings of Mr. Brangwyn, text by Hugh Stokes; "Jacobean Furniture" by Helen Churchill Candee, with thirty-two pages of illustrations with explanatory captions; "The Nameless One" by Anne Cleveland Cheney, a drama of fatherhood in blank verse; "Maurice Maeterlinck, Poet and Philosopher" by Macdonald Clark; a new play by Gabrielle D'Annunzio, "The Honey-suckle"; "Foster's Auction Bridge For All" by R. F. Foster, containing the latest official rules; "Through the Chinese Revolution" by Fernand Farjanel; "Indian Thought, Past and Present"; "Bernard Shaw, the Twentieth Century Molière" by Augustus Hamon; "Rudyard Kipling, A Literary Appreciation" by R. Thurston Hopkins; "Chats on Old Silver" by Arthur Hayden, a useful handbook for the collector and fancier; "What Every Business Woman Should Know" by Lillian C. Kearney; "The Spirit of the Soil" by Gordon D. Knox, a volume for every farm owner interested in larger crop production; "The Book of Italy" by Raffaello Piccoli, a charming volume contributed to by Galsworthy, Sidney Lee and others and such artists as Sargent and Pennell; "American Trout Stream Insects" by Louis Rhead; "The Japanese Crisis" by James A. B. Schorer; "The Efficient Secretary" by Ellen Lane Spencer; "Why be Fat?" by Amelia Summerville, a book on the question of fleshiness and rules for its prevention and reduction, and Stokes' *Health Series*, comprising four useful volumes; "The Health of the Child," "Health for the Middle-aged," "Throat and Ear Trouble" and "Prevention of the Common Cold." The new volume in the *Garden Flowers in Color Series* is "Climbing Plants." Two juveniles are announced for spring: "The War, 1915, for Boys and Girls" by Elizabeth O'Neill, the third volume of a series about the war, and "Oliver Cromwell" a new volume in the *Heroes of All Times Series*.

Travelers: Frank A. Coombs (Pacific Coast, Chicago and cities west of the Mississippi); Henry F. Savage (New England, large cities in the East and Middle West); James L. Nearney (South and smaller cities of the East and Middle West).

SULLY & KLEINTEICH start the year bravely with a pro-suffrage volume, "The Principles of Suffrage" by Nathaniel C. Fowler, Jr. The

author digs into the sub-stratum of self-evident justice, and wins his case by showing the utter weakness of attempting to prove the correctness of an "axiomatic fact." The same author's "Beginning Right, How to Succeed," a companion volume to "Getting a Start," also comes this month. Archibald Williams' "A Book of the Sea" is another February publication, and "Practical Things With Simple Tools" by Milton Goldsmith is scheduled for April. New editions of the "Wit and Humor Books" are ready, and the "Bert Wilson" books, stories for boys, are also promised in a new edition. The 1917 book calendar line is unusually strong. Some of the new items are "The Mark Twain Calendar," "The O. Henry Calendar" and "The Football Calendar" by Walter Camp.

Travelers: George Sully (New York, Boston, Philadelphia, Chicago, all large cities east of St. Louis, and Denver and the West, including the Coast); William H. Kleinteich (Texas, the Middle West, and a portion of New England); George Leonard Sully (New York State, Ohio, Michigan, Indiana, Pennsylvania, Maryland, West Virginia, and a portion of New England).

VIR PUBLISHING COMPANY will be represented as usual by L. M. Cross, who expects to leave about March 1 for his usual trip in the large cities of the East and Middle West.

W. A. WILDE COMPANY.

Travelers: W. J. Sanford and J. R. Blessing, (Western trade from the Chicago office); R. W. Kendall (Eastern trade, from Boston office).

THE JOHN C. WINSTON CO. announces a total of forty-two titles for early publication this year. The *Universal Series of Self-Pronouncing Dictionaries* is increased by the addition of the "CLEARNUTYPE" Graphic Dictionary and the Home and School Dictionary. Among juvenile books special mention is due the "Mary Frances Garden Book," by Jane Eayre Fryer, author of the *Mary Frances Series*. Other juveniles include the "Mary Frances Dressmaker"; the *Julia Greene Series of Cut-Out Books of Famous Children's Stories* in which will be issued "Goldilocks and the Three Bears Cut-Out Books," "The Night Before Christmas Cut-Out Book," and "The Cinderella Cut-Out Book." "The Red Cross Girls in the British Trenches," "The Red Cross Girls on the French Firing Line," and "The Red Cross Girls with the Belgium Defenders" will be issued in Margaret Vandercook's new *Red Cross Girls Series*, while the new titles in the *Miss Pat Series* will be "Miss Pat and Company, Limited" and "Miss Pat's Holidays at Greycroft." In *Winston's Popular Reprint Fiction* will be included Brieux's famous "Damaged Goods," novelized by Upton Sinclair; "A Living Legacy" by Ruth Underwood; and "The Man Who Saw Wrong" by Jacob Fisher. Among the miscellaneous books are "Anthracite: An Instance of Natural-Resource Monopoly" by Dr. Scott Nearing; "Successful Farming" by



JOHN R. FRASER

Representing the John C. Winston Co.

JOHN R. FRASER, who is well known to the trade through his long association with the H. B. Clafin Company, will hereafter represent the John C. Winston Co. in the large cities of the East and Middle West. He will hold the position of Sales Manager, and, with his experience with the book trade here and abroad, will add another efficient unit to the Winston organization. John R. is said to be a good golfer. This ought to make him a good salesman.

Frank D. Gardner, professor of Agronomy in Pennsylvania State College; "The Biblical Life of Christ" by Rev. S. Townsend Weaver; a new Auction book by Milton C. Work, chairman of the Committee on Laws of the New York Whist Club; "Wedding Roses"; "My Baby's Biography"; and a new edition of "Sexual Knowledge" by Dr. Winfield Scott Hall. Eighteen new titles are added to *Winston's Illustrated Handy Classics*, including "The Pilgrim's Progress to Culture," by Philip Gibbs, making a total of 224 titles now in this series. Four new additions are also made to the *International Series of Bibles and Testament*, i. e., the "CLEARNUTYPE" Bible, the Illuminated New Testament with Explanatory Notes, the Boy Scouts' Bible and Boy Scouts' Testament.

Travelers: John R. Fraser will travel the large cities of the East and Middle West; Elmer E. Jones and Julius Meyer will cover the Southern territory; E. A. Merriam will cover the New England field; B. F. Hitchens, manager of the western branch, will make his usual trip to the Pacific coast; W. O. Shephard and S. H. Lewis will also travel in the West.

THE YALE UNIVERSITY PRESS continues to maintain its New York office at 225 Fifth avenue. A complete set of its publications may also be found on exhibition in the University Press Association section recently

opened at Messrs. Charles Scribner's Sons' retail store. It announces a particularly important publication in the field of art by Dr. Oswald Sirén, of the University of Stockholm, on the life and work of Leonardo da Vinci. It has, moreover, in preparation a catalogue of the pictures in the Jarves Collection, Yale School of Fine Arts, by the same author, and a volume on the Italian painter, Pontormo, by Frederick Mortimer Clapp. A two-volume edition of "The Covent-Garden Journal" is a new addition to its list of *belles lettres*, while "A Manual of the Writings in Middle English, 1050-1400" and "English Literature from Widsith to the Death of Chaucer" form two not-

able books in English literature. "A Census of Shakespeare Quartos" by Henrietta C. Bartlett and Alfred W. Pollard of the British Museum will be issued in honor of Shakespeare's tercentenary in April. The spring list of the Yale University Press also includes: "Industrial Leadership" by H. L. Gantt (just published); a volume describing the diplomatic relations between Germany and Europe from 1870 to 1914 by Professor Charles Seymour, Yale University; "The Port of Boston" by Professor Edwin J. Clapp, New York University; and "Changes in the Food Supply and Their Relation to Nutrition" by Professor Lafayette B. Mendel, Yale University.

Department Store Buyers of Books and Allied Lines

ALABAMA.

Birmingham.—Loveman, Joseph, & Loeb. (Jerome K. Sterne.)
Mobile.—Hammel D. G. Co. (B. Straus.)
Montgomery.—The Fair. (C. R. Ashley.)

CALIFORNIA

Fresno.—E. Gottschalk & Co., Inc. (G. G. Oliver.)
Los Angeles.—Broadway Dept. Stores. (C. R. Vient.)
 —Bullock's Dept. Store. (Miss J. Neely.)
 —Beeman & Hendee, Inc.—"The Baby Store." (Miss N. A. Hendee.)
 —A. Hamburger & Sons, Inc. (E. H. Dart.)
Oakland.—H. C. Capwell Co. (Smith Bros. Miss Norma de Jonge.)
Sacramento.—Weinstock, Lubin & Co. (W. Pollard; F. M. Folsom.)
San Francisco.—The Emporium. (Miss Katherine Ritchie.)
 —Raphael Weill & Co., Inc. (Leon B. Archer.)
San Jose.—O. A. Hale & Co. (H. A. Berkuist.)

COLORADO.

Denver.—Daniels & Fisher Stores Co. (Kate L. Kavanagh.)
 —Denver D. G. Co. (Hugh Shields.)
 —Golden Eagle D. G. Co. (Max M. Heller.)
 —A. Hamburger & Sons, Inc. (E. H. Dart.)
 —A. T. Lewis & Son. (Miss Nell Martin.)
Pueblo.—The Crews-Beggs D. G. Co. (Wm. Young.)

CONNECTICUT.

Bridgeport.—Howland D. G. Co. (Mrs. N. H. Gill.)
Hartford.—Brown, Thomson & Co. (F. H. L. Pard.)
 —G. Fox & Co. (J. L. Engel.)
 —Wise, Smith & Co.
New Haven.—The Edward Malley Co. (Miss Kathryn A. Davis.)
New London.—The S. A. Goldsmith Co. (N. Dreyfus.)

DISTRICT OF COLUMBIA.

Washington.—S. Kann, Sons & Co. (S. L. Nye.)
 —Palais Royal. (Miss Mabel Reagle.)
 —Woodward & Lothrop. (F. E. Woodward.)

GEORGIA.

Brunswick.—Bennett Bros. (Louis Bennett.)
Savannah.—Leopold Adler. (Miss Martha Wright.)

ILLINOIS.

Chicago.—Boston Store. (Edgar D. Schlamm.)
 —Butler Bros., Wholesalers. (G. M. Coy.)
 —Carson, Pirie, Scott & Co. (Ralph B. Henry.)
 —Marshall Field & Co. (Miss Marcella Burns.)
 —Sol. Klein. (B. Warshawsky.)
 —Sears, Roebuck & Co. (Geo. R. Bingham.)
 —Siegel, Cooper & Co. (W. J. Doxey.)
 —"The Fair." (Fred S. Hale.)
 —Montgomery Ward & Co. (Duke Hill.)
 —W. A. Wieboldt & Co. (E. W. Zabel.)
Decatur.—Linn & Scruggs D. G. Co. (B. L. Weaver.)
Evanston.—Lord's, Inc. (Mrs. A. B. McCullough.)
Galesburg.—O. T. Johnson Co. (Charles S. Cole.)
Peoria.—Block & Kuhl Co. (Gus Meyers.)
 —P. A. Bergner & Co. (W. H. Schwentser.)
Rock Island.—L. S. McCabe & Co. (Mr. Forbes.)
 —Young & McCoombs Co-operative Store Co. (Robert Karlowa.)
Rockford.—D. J. Stewart & Co. (Miss Mildred Giffen.)
Streator.—D. Heenan Mercantile Co. (James A. Finlen.)

INDIANA.

Bloomington.—The Wicks Co. (Otto Rott.)
Elkhart.—H. B. Sykes Co. (Burt Sykes.)
Evansville.—Fowler, Dick & Walker. (James R. Duncan.)
Ft. Wayne.—Wolf & Dessauer. (Louis S. Dessauer.)
 —Beadell & Co., The Peoples' Store. (Mr. Henry Beadell.)
Hammond.—Kaufman & Wolf. (Chas. P. Gruen.)
Indianapolis.—Pettis D. G. Co. (J. E. Keller.)
 —L. S. Ayres & Co. (Miss M. Williamson.)
 —Block, Wm. H. Co. (Leo Schoen.)
Lafayette.—Loeb & Hene Co. (Samuel M. Loeb.)
 —W. H. Zinn Co. (Mr. Beadle.)



WILLIAM BALLANTYNE, JR.

Wm. Ballantyne & Sons, Washington, D. C.

WILLIAM BALLANTYNE, JR., has been in the book business for thirty years. After leaving college in 1886 he entered the business conducted by his father and brother. A few years later he was taken into partnership where he has since remained. He modestly says he knows few amusements better than reading or listening to the fairy tales of his friends of the road. And these travelers will all tell you Will Ballantyne is one of the finest fellows they know.

Terre Haute.—A. Herz. (Miss Mayme Henry.)
—Root D. G. Co. (F. J. Knadler.)
Valparaiso.—J. Lowenstine & Sons. (G. S. Bartholomew.)

IOWA.

Charles City.—The Ruste Co. (Miss Lillian Stewart.)
Davenport.—Harned & von Maur. (Miss J. E. Westberg.)
—J. H. C. Peterson's Sons. (Louis Crampon.)
Des Moines.—Yunker Bros., Inc. (Miss Lulla Du Zan.)
Ottumwa.—W. J. Donelan & Co. (Charles L. Bliley.)
Sioux City.—The Pelletier Co. (H. E. Timm.)

KENTUCKY.

Louisville.—The Stewart D. G. Co. (J. G. Kirkpatrick.)
—J. Bacon & Sons. (Mrs. K. U. Brennan.)
—Kaufman Straus Co. (Z. Jacoby.)
—Herman Straus & Sons Co., Inc. (Miss J. Levi.)

LOUISIANA.

New Orleans.—Maison Blanche Co. (Miss Kate Connelly.)
—D. H. Holmes Co. (E. H. Pritchett.)



MISS MARGARET WILLIAMSON

Buyer, Book Department, L. S. Ayres & Co. Indianapolis

MISS WILLIAMSON has been a bookseller ever since leaving school, ten years ago. Her first place was with the old house of Brown, Eager & Hull, Toledo. When fire destroyed this famous institution she became buyer for the Lion Dry Goods Co. in the same city, remaining with them for five years. A year ago she accepted a temporary post as assistant buyer in the J. L. Hudson Co. concern, Detroit, but soon afterwards became manager of the newly organized book department of L. S. Ayres & Co., Indianapolis.

MAINE.

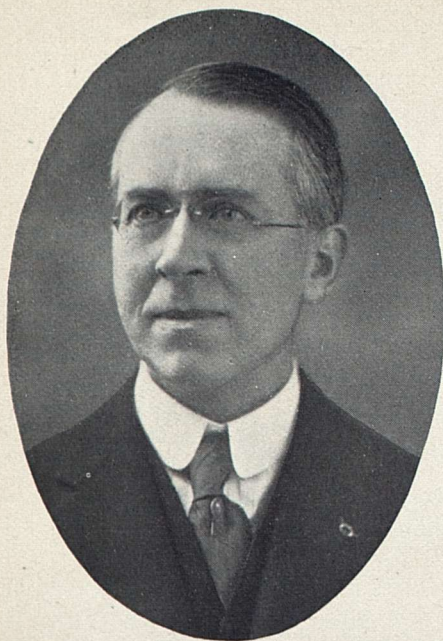
Lewiston.—The Great Dept. Store, Inc. (Miss Gertrude May.)
Portland.—Porteous, Mitchell & Braun Co. (O. A. Moore, Jr.)
—J. R. Libby Co. (Ralph G. Libby.)

MARYLAND.

Baltimore.—A. A. Brager. (A. Stanley Brager.)
—A. Eisenberg. (H. G. Bender.)
—Joel Gutman & Co. (Charles F. Davenport.)
—Hochschild, Kohn & Co. (Jos. J. Estabrook.)
—Stewart & Co. (Mrs. Bessie Conway.)
—Baltimore Bargain House, Wholesale. (B. W. Sebald.)

MASSACHUSETTS.

Boston.—Bacon, W. & A., Co. (E. Higgins Co.; M. Bruce Hovendon.)
—Houghton & Dutton. (Rodney Foss.)
—Jordan, Marsh Co. (E. A. Pitman.)
—Murphy Bros. Co. (Mrs. M. A. Crowley.)
—Timothy Smith & Co. (H. F. Gouch.)
—R. H. White Co. (H. B. Runyan.)
Fall River.—R. A. McWhirr Co. (Frank W. Sanford.)



H. G. ROBERTSON

Buyer, Book Department Charles Trankla & Co.,
Grand Rapids, Mich.

H. G. ROBERTSON was born in Liverpool, England, coming to America in 1884 to enter the employ of Porteous & Mitchell, Norwich, Conn. He has been connected with this concern ever since, coming to Grand Rapids in 1898 to the firm of Charles Trankla & Co., a branch of the Norwich house, as general manager.

MRS. WM. R. MATTHEWS
Bookseller, Omaha, Nebraska

MRS. MATTHEWS, co-manager with her husband of the best bookshop in Omaha, is seen here with her young nephew, the son of a bookman known to the New York trade. She is a business woman who knows the book business and has been eighteen years in it. Thirteen years ago their first store was started at 122 South 15th street. Last autumn a second store was opened at 1620 Harney street, furnished in modern fashion and up-to-date in all its appointments.

Fitchburg.—Nichols & Frost. (J. H. Potter.)
Gloucester.—Wm. G. Brown & Co. (Wm. G. Brown, Jr.)
Haverhill.—Mitchell & Co. (Miss G. W. White.)
Lawrence.—Reid & Hughes Co. (Mrs. Henderson.)
Lowell.—A. G. Pollard Co. (Jas. A. Burns.)
Lynn.—P. B. Magrane Store, Inc. (Jos. A. Magrane.)
Pittsfield.—England Bros. (Katherine Marston.)
Salem.—Almy, Bigelow & Washburn. (Miss H. L. Barker.)
Springfield.—Forbes & Wallace. (Miss B. F. Copp.)
—Meekins, Packard & Wheat. (Fred Jones.)
Worcester.—Barnard, Sumner, Putnam Co. (Burnton Le Doux.)
—Denholm McKay Co. (W. C. Everett.)

MICHIGAN.

Bay City.—Hawley D. G. Co. (S. C. Musial.)
Detroit.—J. L. Hudson Co. (Mrs. A. S. Morris.)
—Crowley, Milner Co. (Mr. Winnifred Voorhees.)
Grand Rapids.—Chas. Trankla & Co. (H. G. Robertson.)
—Hazeltime & Perkins Drug Co. (J. H. Hagy.)

—Herpolsheimer Co. (Earl Keech.)
Kalamazoo.—J. R. Jones' Sons & Co. (W. O. Jones.)
—Gilmore Bros. (Miss Garretson.)
Lansing.—The F. N. Arbaugh Co. (Frank E. Baker.)
Saginaw.—Wm. Barrie D. G. Co. (N. L. Hick.)
—M. W. Tanner Co. (L. W. Bixby.)
Traverse City.—Hannah & Lay Mercantile Co. (Fred C. Colyer.)

MINNESOTA.

Duluth.—I. Freimuth. (David G. Loewies.)
—Glass Block Store Co., Inc. (F. C. Deery.)
—J. J. Moe & Sons Co. (A. H. Moe.)
Minneapolis.—The Dayton Co. (John N. Skinner.)
—Butler Brothers, Wholesalers. (W. G. Trecker.)
—L. S. Donaldson Co. (F. O. Williams.)
—Powers Mercantile Co. (L. H. Wells.)
St. Paul.—"The Golden Rule." (St. Paul B. & S. Co.)
—Bannon Bros. (E. Higgins Co.)

MISSOURI.

Kansas City.—Jones Store Co. (A. M. Levy.)
—Geo. B. Peck D. G. Co. (P. A. McKenna.)
—Emery Bird Thayer D. G. Co. (C. B. Sefranka.)



W. P. GOODMAN

Goodman's Bookstore, Manchester, N. H.

W. P. GOODMAN, who conducts the best equipped bookstore in his state, was born in Western New York in 1848. He spent a number of his early manhood years in the mining camps of California, Nevada and Arizona and prospered there as a stationer and newsdealer while silver was king. In 1880 he came East, starting in business in Manchester, N. H., where he has flourished for the past thirty-five years.



W. CAMERON ROBINSON

Buyer, Book Department, Stern Brothers, New York

W. CAMERON ROBINSON's first position was as a list boy with Hilton, Hughes & Co., in 1894, where he remained until their failure. Returning to school to continue his studies, he later entered the book business with John Wanamaker, New York, in 1903. He resigned in 1907 to take a position with the Encyclopedia Britannica Co., where he was employed until 1909. Since that time he has held managing positions in other businesses, and although the Book Department at Stern Brothers was only opened last June, he has been with that house four years.

- St. Joseph.*—Townsend & Wyatt D. G. Co. (E. J. Townsend.)
St. Louis.—Butler Bros., Wholesalers. (Wm. A. Cunningham.)
 —“Famous & Barr” Co. (P. J. Sefranka.)
 —Scruggs, Vandervoort & Barney. (Mrs. Kremp.)
 —Stix, Baer & Fuller D. G. Co. (Edwin I. Hyke.)

NEBRASKA.

- Lincoln.*—Miller & Paine. (J. H. Willis.)
 —H. Herpolsheimer Co. (P. R. Elliott.)
Omaha.—J. L. Brandeis & Sons. (W. A. Holland, care of Western B. & S. Co.)
 —Hayden Brothers. (E. Higgins Co.)
 —Thos. Kilpatrick Co. (Robert Cowell.)

NEVADA.

- Reno.*—Gray, Reid, Wright Co. (J. H. Gray.)

NEW JERSEY.

- Newark.*—L. Bamberger & Co. (George J. Schindel.)
 —Hahne & Co. (Miss H. J. Pfanstiehl.)
Paterson.—Quackenbush & Co. (F. A. Orr.)
Trenton.—S. P. Dunham & Co. (Miss Katherine O'Donnell.)

NEW YORK.

- Albany.*—W. M. Whitney & Co. (Miss Hartman.)
 —John G. Meyers Co. (Mrs. H. F. Reilly.)
 —Waldman Bros. (Miss M. Epple.)
Binghamton.—Fowler, Dick & Walker. (Miss Harriet B. Mason.)
 —Hills, McLean & Haskins. (Miss M. J. Sharpsteen.)
Brooklyn.—Abraham & Straus. (Ralph W. Leonard.)
 —H. Batterman Co. (Miss S. Holzer.)
 —Bedford Co. (Miss E. P. Smith.)
 —Levi Bros. & Co. (G. W. Hirsch.)
 —Frederick Loeser & Co., Inc. (L. A. Keating.)
 —The McCormick Store. (Miss G. Smith.)
 —Price & Rosenbaum. (L. Steinmeyer.)
Buffalo.—Adam, Meldrum & Anderson Co. (Henry J. Simons.)
 —J. N. Adam & Co. (Miss H. J. Hall.)
 —The Wm. Hengerer Co. (Miss T. J. Cummings.)
Ithaca.—Rothschild Bros. (Leon Rothschild.)
Jamestown.—Jones & Audette. (C. L. Audette.)

New York City.—Barnett Bros. (Miss M. McLoughlin.)
 —Best & Co. (Adolph Reif.)
 —Bloomingdale Bros. (Wm. J. Schwarz.)
 —L. M. Blumstein, 125th St. (H. S. Brown.)
 —Butler Bros., wholesalers. (Henry Gerlach, Jr.)
 —John Daniell, Sons & Sons. (Mrs. Jean-not.)
 —R. R. Geist & Son., 86th St. and 3rd Ave. (Edgar F. Bayley.)
 —J. B. Greenhut Co. (Miss L. Jacobs.)
 —Gimbel Brothers. (Miss Dempsey.)
 —H. C. F. Koch & Co. (Miss Belle C. Morris.)



MISS F. M. WITT

With Burrows Brothers Co., Cleveland, Ohio

MISS F. M. WITT began her business career with The Burrows Brothers Company, Cleveland, fourteen years ago as stock girl in the children and young people's department. From the apprenticeship she was soon graduated to the position of saleslady. She now has full charge of this same department, which is the largest of its kind in the Middle West.

—R. H. Macy Co. (Miss Grace Gaige.)
 —A. Neuhaus & Co., 466 Columbus Ave. (Miss Semple.)
 —James R. Senior, Inc. (Roy M. Senior.)
 —Stern Brothers. (W. C. Robinson.)
 —Syndicate Trading Co., Wholesalers. (W. H. Arnold.)
 —John Wanamaker. (Warren Synder; W. J. Macmillan and Frank S. Smyth, assts.)
Rochester.—E. W. Edwards & Son. (M. Monahan.)
 —Burke, Fitzsimmons, Hone Co., Inc. (Edward Toole.)
 —Duffy-Powers Co. (Miss Jean Haines.)
 —McCurdy Robinson Co. (Edw. Noel.)

—Sibley, Lindsay & Curr Co. (R. G. Powers.)
Schenectady.—H. S. Barney Co. (Miss Elizabeth A. Ledger.)
 —The Wallace Co. (C. A. Brundige.)
Syracuse.—E. W. Edwards & Son. (Mrs. Campbell.)
 —Chappell Dyer Co., Inc. (W. A. Dyer.)
 —Dey Bros. & Co. (John B. Murphy.)
 —The Hunter, Tuppen Co. (Miss B. Cutler.)
 —H. G. Stone. (Walter R. Stone.)
Troy.—Wm. H. Frear & Co. (Richard V. Page.)
Utica.—A. S. & T. Hunter. (C. A. Vencill.)
 —Robert Fraser. (J. T. McDermott.)

OHIO.

Akron.—The M. O'Neil Co. (William E. Glass.)
 —C. H. Yeager Co. (Mr. Dolson.)
Canton. (Wm. R. Zollinger & Co. (Harry C. Zollinger.)
Cincinnati.—Hanke Bros. Co. (R. L. Davis.)
 —Geo. W. McAlpin Co. (Miss Elmer Mayhall.)
 —John Shillito Co. (Western Book and Stationery Co., Chicago.)
Cleveland.—Halley Brothers Co. (Miss Dorothy Smith.)
 —Higbee & Co. (Miss Ella Valentine.)
 —The May Co. (J. E. Williams.)
 —The Stern Co. (Miss Hannah Ritchie.)
 —Wm. Taylor Sons & Co. (Miss M. M. Gordon.)
Columbus.—Columbus D. G. Co. (R. H. Schnept.)
 —Green-Joyce Co. (Mrs. Stevens.)
 —The Z. L. White Co. (Miss C. M. Baker.)
Dayton.—Elder & Johnston Co. (Fred Fleischer.)
 —Rike-Kumler Co. (Miss M. E. Rancke.)
Norwalk.—C. F. Jackson Co. (R. R. Work.)
Portsmouth.—Anderson Bros. Co. (A. N. Horr and E. C. Hood.)
Sandusky.—Herb & Myers Co. (M. R. Herb.)
Springfield.—The Edw. Wren Co. (Mr. R. Staley.)
Toledo.—W. L. Milner & Co. (Miss Price.)
 —La Salle & Koch Co. (The E. Higgins Co.) (A. E. Eckle.)
 —Lion Dry Goods Co. (Miss D. H. Hubbard.)
Youngstown.—G. M. McKelvey & Co. (Miss Froggett.)

OREGON.

Portland.—Meier & Frank Co. (Vivian P. Cooley.)
 —Olds, Wortman & King. (Mrs. J. W. Pounce.)

PENNSYLVANIA.

Allentown.—Hess Bros. (Miss E. S. Cawley.)
 —Zollinger-Harnard Co. (W. C. Harned.)
Altoona.—Wm. F. Gable & Co.
Easton.—Wm. Laubach & Sons. (Charles M. Laubach.)
Erie.—The Boston Store. (Miss Reed.)
Harrisburg.—Dives, Pomeroy & Stewart. (L. V. Harvey.)
Johnstown.—Penn Traffic Co. (Roland A. Gibson.)
Lancaster.—Leinbach & Co. (Charles Wagner.)

—The Donovan Co. (Miss Helen M. Strine.)
 —Hager & Bro. (Robert C. Masterson.)
 —Watt & Shand. (Edward G. Eby.)
Philadelphia.—Gimbel Bros. (B. Freud.)
 —Lit Bros. (Miss K. A. Callan.)
 —N. Snellenburg & Co. (Edward Hugel.)
 —Strawbridge & Clothier. (Walter S. Lewis.)
 —John Wanamaker. (Walter H. Cox.)
Pittsburgh.—Boggs & Buhl, Inc.
 —Joseph Horne Co. (J. C. Kemp.)
 —Kaufman & Baer Co. (Victor Eckland.)
 —Kaufmann's. (Sol Abbott.)
Reading.—Dives, Pomeroy & Stewart. (C. C. Chrismer.)
 —Lord & Gage. (Miss Westfall.)
Scranton.—Jonas Long's Sons. (Mrs. Alice Kinney.)
Wilkes-Barre.—Jonas Long's Sons. (Miss Lydia White.)
 —Fowler, Dick & Walker. (Thomas F. Heferman.)
Williamsport.—Bush & Bull Co. (J. T. O'Brien.)

RHODE ISLAND.

Newport.—The King McLeod Co. (J. H. Barrett.)
Providence.—Callender, McAuslan & Troup Co. (R. F. Meyersahm.)
 —The Shepard Co. (Mrs. L. Brinkerhoff.)

TENNESSEE.

Chattanooga.—Miller Bros. Co. (I. C. Seiving.)
Knoxville.—Caldwell-Edington Dept. Store. (E. E. Caldwell.)
 —M. M. Newcomer Co. (Mrs. R. J. Carnes.)
Memphis.—J. Goldsmith & Sons Co. (David S. Levy.)
Nashville.—Castner-Knott D. G. Co. (J. S. Lovelace.)

TEXAS.

Austin.—E. M. Scarbrough & Sons. (J. H. Bohlender.)
Dallas.—Sanger Brothers. (C. C. Millington.)
Ft. Worth.—The Fair. (L. W. Bevan.)
San Antonio.—Wolff & Marx Co. (A. F. Dugosh.)
 —Joske Bros. Co. (Miss D. Schmieding.)

VERMONT.

Burlington.—Combination Cash Store Co. (A. W. Gorton.)

VIRGINIA.

Norfolk.—Miller, Rhoads & Swartz, Inc. (Wm. Schmeer.)
 —Watt, Rettew & Clay, Inc.
Richmond.—Miller & Rhoads, Inc. (F. H. Phillips.)
 —The Cohen Co., Inc. (Miss Rosa Duffy.)

THE JOKER IN THE ORDER DECK.

The other morning Ezra Plummer blew in at Grocer Gregg's; this Ezra is an old-time drummer, whose line is hard-boiled eggs. He clings to some old-fashioned notions; he thinks that drummers should be loaded to the guards with tons of stories rich and good. He is as diligent a joker as ever left New York, and he can play a hand at poker, and deftly pull a cork.

He thinks it wise a while to jolly the rural business man, though other men have learned the folly of that time-honored plan. He thinks it best to tell a story and spring a gag or two, e'en though his jests and tales are hoary, and mortified till blue. And so he called on Gregg and started some chestnut to explain; and Gregg looked at him broken-hearted—he thought the man insane. At last Gregg said: "My hours are rubies—to waste them is a crime; I can't sit here while drooling boobies take up my precious time. Go, spring your merry quip and sally on feeble minded folks; you'll find some loafers in the alley who may desire your jokes."

Then Grocer Gregg, who is a hummer for action prompt and neat, applied his shoes to Ezra Plummer and fired him to the street.

A little later Jabez Comer dropped in at Grocer Gregg's; this Jabez is a modern drummer who handles wooden legs. He knows that trade is stern and solemn, and this he surely feels all up and down his spinal column, and clear through to his heels. He knows full well how time is fleeting, and merchants, seeking kale, don't care to hear a chump repeating an old and dreary tale. He knows that men who would be in it talk business from the jump; and every time you waste a minute you draw near to the dump.

Thus wise was he, and we behold him step into Grocer Gregg's; he talked a half an hour and sold him five cords of wooden legs.

Though there's a time for jokes and jesting, and verbal lemonade, it isn't when a man is questing around the town for trade. The most of us are pretty busy, with things to buy and sell, and when a man comes up with dizzy old yarns he wants to tell, we feel we really don't desire him haranguing round our door; we roll him in a wad and fire him three blocks, or maybe four.

If you'd do business, pardner, do it! Let t'other fellows joke! Have an ambition and pursue it, and leave a trail of smoke.—WALT MASON, in a recent issue of *System*.

WASHINGTON.

Seattle.—The Bon Marché. (R. L. Miller.)
Tacoma.—Rhodes Bros., Inc. (Charles Matz-
 nauer.)

WEST VIRGINIA.

Wheeling.—Stone & Thomas. (Mrs. A. J.
 Hamilton.)

WISCONSIN.

Fond du Lac.—The O'Brien D. G. Co. (Benj.
 Wild.)

La Crosse.—Wm. Doerflinger Co. (A. Moser.)

Marinette.—Lauerman Bros. Co. (Louis Pe-
 ters.)

Milwaukee.—Gimbel Bros. (Western B. & S.
 Co.)

—The Boston Store. (E. Higgins.)

—Kroeger Bros. Co. (John S. Kroeger.)

—Ed. Schuster & Co., Inc. (Leo Arnstein.)

Oshkosh.—F. A. Plummer Co., Ltd. (Dora
 Nelson; J. Y. Hull.)

Sheboygan.—H. C. Prange Co. (E. G. Borth.)

SELLING THE DIFFICULT PROSPECT.

AS HE stands on the threshold of a prospect's office, every salesman faces this question: How shall I talk my goods to sell them? says Neil M. Clark in a most suggestive article in a recent number of *System*.

One master salesman of the yesterdays was able to close many a deal because of his tremendous enthusiasm for his goods. He had lived with the idea back of his product from its inception, seen and helped in its gradual development, and was president of his company besides being its high salesman. Moving, electrically-lighted advertising displays were his specialty.

He would invite the members of the board of directors of some big corporation which he was trying to interest to come to his hotel room and see "The most interesting advertising idea" that had ever been conceived. Conservative men, who measured the worth of all things by the width of a silver dollar, were caught by the enthusiasm of his whirlwind demonstrations. And he worked with a fountain pen in one hand, and a blank contract in the other—objects which some salesmen prefer to keep hidden until the final moment.

If burning enthusiasm is the key to success for one salesman and with one type of prospect, cold, impersonal logic may win for another salesman or with prospects who are moved by different impulses. Again, it sometimes happens that a hard-and-fast method of presentation, used with a little variation in all cases, may make a higher average number of sales than the talk that is varied to fit each individual case. And yet, again, sometimes exactly the reverse is true.

In the incidents that follow, seven sales are described, and the method that proved successful in each case is analyzed. Each of these sales contains a suggestion for every salesman, for similar situations are constantly being met by the men on the firing line.

THE PROSPECT WHO WOULD NOT "BE SOLD."

A stubborn streak in Willard Borden's nature made him an uncertain proposition to visiting salesmen. Advice he would not take. He bought his own goods for his stocks, and was proud of the fact. A hint that a certain style of shoes was going to prove popular was certain to make him place his order for an entirely different line. In short, he was the type of man who would not "be sold."

Stanley, salesman for Burton-Ellis, knew his man. Calling bright and early one brisk November morning, he undid his cases and spread his samples out on the table behind Borden's desk.

"There, Mr. Borden!" he said enthusiastically, picking up a couple of shoes, "those are the lines that are going to go next spring. Look at them! Aren't they beauties?"

In reply, Borden grunted, unconvinced.

Stanley continued his eulogy, showing other lines, and pointing out the merits of each. Presently, he came to a pair which he evidently did not care to exhibit. He pulled them awkwardly from the table and put them back into the sample case. As a matter of fact, this was exactly the line Stanley hoped and expected to sell to Borden. And promptly came the merchant's query:

"What is that style you're hiding?"

"That? Oh, just something we made to show Best and Sellers, up here at St. Cloud. It's nothing you would care about."

"Let me look!" the merchant demanded.

So the sample came out of the case again. Without any help from the salesman, Borden noted the shoe's good points and argued himself into a full-stock order.

"Didn't think they'd sell here, eh?" he demanded, caustically. "Well, that shows what you know about what people like. Why, my customers wouldn't have those styles you've been touting!"

Stanley chuckled to himself as he put the last sample back into his case. An adroit presentation of his goods had won him an order that he could not have hoped to secure otherwise in a whole day's arguing.

THE CONTRACT THAT WAS WON BECAUSE THE SALESMAN WAS PREPARED.

Briggs leaned back in his chair while Gorman, president of the Ethandale Steel Company, tore open and read the telegram which a boy had just handed him. They had been discussing the million-and-a-half-dollar contract for the new shops which the Ethandale was planning to build.

Gorman smiled as he read the message. He handed it across to Briggs. The signature of the chairman of the board of directors was signed to this laconic order:

"Begin work on new shops at once."

Briggs tossed the telegram back.

"Not so bad!" he said. "We can break ground in three days."

"Impossible!"

"On the contrary—" the salesman brought his fist down on the desk. "We have a construction gang that finishes a job this after-

noon just three hundred miles from here. Mules, men, machinery—the whole thing—can be brought over here in two days."

"But the plans—"

"Are all ready!"

For an hour the salesman talked, explained, argued with the president, and left with the assurance that if he called at ten the following morning he would have a chance to present his arguments again before the president's entire staff of advisers.

Then the salesman started working.

He had left his home office without the blue-prints that had been drawn up for the job, for he had considered this call merely in the light of preliminary work. He telegraphed for the plans to be in his hands before ten o'clock the next morning. Next, he went to his hotel to draw up the contract and specification sheets.

To his dismay, he found that it was "after hours." Not a single stenographer was to be had. He sat down and wrote steadily. By six o'clock the next morning he had the documents finished to his satisfaction.

Snatching a short sleep, after his night's copying, he was awakened at nine to find the plans had not arrived. A taxi to the express office and a chase in pursuit of an express wagon, accompanied by an express company official, secured the precious plans. He had just time enough to collect his specification sheets and step into the president's private office as the clock pointed to ten. He passed a rival salesman who was leaving.

Briggs spread his plans out on the table. A rapid fire of questions came at him, but he was so full of his subject that his answers went back just as rapidly. He grew enthusiastic in demonstrating what he could do.

"Well," said Gorman, finally, leaning back and eyeing his associates for approval, "this looks good—but what about the specifications and the contract? It will take a week to draw them up."

"Here!" Briggs replied, drawing a dozen typewritten copies from his pocket and distributing them—"for your approval!"

A bit of study showed Gorman that the contract met his demands. Therefore, it had evidently been drawn up since the previous afternoon. He laughed approvingly, and started to tear the specifications to pieces on account of technicalities. But to his surprise there were very few changes to be made.

"Young man," said Gorman, "if you can build up our shops as well as you can make plans and draw up contracts, and as fast, you can have the job."

Briggs declared he could. By being prepared, he closed a contract for which he might otherwise have had to fight tooth and nail over a long period.

THE PROSPECT WHOSE ORDER WAS WON BY
WAITING.

"Not a cent more—not a single cent! Mr. Doran, that is final!" Penfield, novelty manufacturer of Newark, Ohio, swung

nervously back and forth in his chair while he waited for the fire insurance salesman to go.

"But—" began Doran.

"No 'buts' about it! I don't want any more insurance. I know what I carry doesn't cover me; but we don't have fires in this particular district. There hasn't been one in a radius of a mile for a year."

"All the more reason why you should prepare. It has held off so long it's bound to come soon!"

"No, sir!" said Penfield, rising. I assure you that you will only waste your time and mine if you call again. I believe we are charmed. When the spell breaks, I might consider your proposition."

Five months later Doran was ready to canvass a city eighty miles away from Newark. After breakfast he picked up a paper in the hotel lobby. The first item that caught his eye was a late bulletin from Newark to the effect that the Weldman Paint and Varnish Works were burning and that the entire district had been threatened. By hard work, the paper said, the blaze had been confined to the one plant.

Doran startled the hotel clerk by throwing down the paper quickly. He almost shouted "Hooray!" He knew that the Weldman Works were just one block from Penfield's factory.

In five minutes Doran had this telegram to Penfield on the wires:

"I'm on my way to write your policy."

Four hours later he stepped into Penfield's office. He found the manufacturer just recovering from a bad attack of "fire fright" and he took away an acceptance of a forty-thousand-dollar policy.

"Intelligent waiting," said Doran, when he told about the sale to a "cub" later, "and catching hold of the opportunity when the time was ripe to present my proposition was what put Penfield's name on the dotted line."

THE PROSPECT WHO WAS CONVINCED BY
STRAIGHT TALK.

Theodore Markle could stare a salesman straighter in the eye during a sales talk, and turn him down more coldly than any other member of the firm of Markle, Wuest and Hopkins. Accordingly, most of the work of interviewing strange salesmen fell to his lot, whether fortunately or otherwise for his concern.

Raymond H. Brown's card lay on Markle's desk, and Brown himself, salesman for a check protecting device, stood in the doorway, back of the office boy.

"Good morning!" Markle's greeting was quick and precise.

Brown smiled pleasantly as he replied to the greeting, but there was no answering smile from Markle. The salesman, taking his cue from his prospect, went straight into his sales talk in a businesslike, convincing manner. He had a sample machine with him. He demonstrated how it worked. He showed logically why it would insure Markle, Wuest and Hopkins against loss.

Markle listened coldly. Brown saw that he had failed even to scratch the skin of his prospect. Markle even turned aside and finished some papers.

"Don't want it!" he snapped.

"Look here, Mr. Markle!" the salesman snapped back, just as decisively, and pushed the sample aside, "I've explained this protector to you very carefully. I've showed you what it will do for your business. There isn't a question as to its merits, for I have the proof for every claim I make. You haven't listened to what I've said.

"You refuse to see advantages in the use of this protector, merely because it's your habit to think every salesman is trying to foist something on you that you don't want. Now, I am not here for that purpose. I'm here to offer you something you need; something that may save you many times its cash value any moment."

Brown almost glared into Markle's face. He thrust his left hand into his trouser's pocket. He brought out a roll of bills, and laid a yellow-back on Markle's desk.

"There, Mr. Markle," he said, "are twenty dollars. If you can go over this proposition with me, listen to the things I tell you, and see the arguments in favor of this protector, without convincing yourself that you need this very machine, those twenty dollars are yours."

Markle listened through another demonstration; and he signed an order.

Brown won his sale by sizing up his man, and then presenting his proposition so straight and hard that the prospect had no legitimate excuse for failing to buy.

THE PROSPECT WHO NEEDED TO BE JOLTED.

Sidney Burhop's prospect had not blinked an eyelid for a solid hour to show whether he approved or disapproved of the goods Burhop was showing to him. The salesman had wasted time before in Gruger's office, in much the same way, and taken no order in the end. He was fairly sure he knew his man, and decided to use sledge-hammer tactics.

"See here, Mr. Gruger!" he almost yelled, turning suddenly from a piece of goods he had been fingering.

Gruger started a little at the vehemence of the attack.

"You may have time," Burhop continued, "for mere conversation and visiting, but I'm employed by my house to get business. You know these prices are right, and you need the stuff now. I can send your order off on the next mail by special delivery, and have the goods here Monday morning. Do I get the order?"

Burhop brought his fist down on Gruger's desk. Instead of throwing the salesman out, Gruger smiled at him.

"That's the first real speech I ever heard a man from the Abner R. Jones Company make," he remarked. "How many cases of that odd lot of men's underwear have you?"

The order was started—and when Gruger finished naming what he wanted, Burhop had his best order for the month.

The strategy of this method might have failed completely with the very next man Burhop called on—but he knew Gruger, and saw that he needed a "jolt."

THE PROSPECT WHO COULD NOT DECIDE

"Called—call again!"

Brander smiled ruefully as he ran through his prospect cards and stopped at that of W. Heske Harwood, a "literary man." "The finest gentleman and the worst prospect I ever met!" Brander said to himself. "I've made that same 'call again' notation seven times!"

Harwood wanted a new typewriter, and Brander wanted to sell him one. But Harwood had studied the catalogues of so many manufacturers, and had talked with so many salesmen, that when it came time to make up his mind he was unable to choose. He liked one point about one machine, and another point about another, and he could not decide.

"One more try!" Brander told himself.

Fortunately for the salesman, he found Harwood had been having some difficulty that morning with his old machine.

"You want the best machine on the market, Mr. Harwood," Brander began. "I've been here several times now, and I'm going to try and help you get the very best machine, even if I have to urge you to buy some other machine than the make I sell. Now, will you list for me on this sheet of paper the features that appeal to you in all the machines you have examined?"

Harwood did so. He thought of about a dozen points he considered essential.

"Now," said the salesman, "are those absolutely all the points you require?"

Harwood nodded.

"Well," continued the salesman, "here are the strong points of our machine."

He laid on the table a carefully prepared list of all the advantages of his machine. There were fully three times as many mentioned as Harwood himself had listed—they were, as a matter of fact, quite ordinary requirements. Among them were all of Harwood's points. The prospect simply smiled, and signed the order.

THE PROSPECT WHO HAD TO BE CONVINCED

"Parker, you *must* use these self-closing faucets."

"Blair, I can't afford to pay twenty-five per cent extra on your say-so that they're better."

"I'm willing to prove it."

"All right! go ahead."

Blair sold hardware, and he was determined to place his specialty—a self-closing basin faucet—in the big Detroit hotel that Parker managed. He knew his goods were the best on the market. He knew they would save the management trouble and expense. But Parker could not see his way clear to leaping the barrier of a high initial cost. The offer to let him prove the worth of his goods was precisely what Blair wanted.

He took two of his faucets and installed them in the public lavatory of the hotel, where they would have the severest kind of use. Next to them he installed two new faucets of the type the management was already using.

"I'll be back in a month," the salesman said to Parker, as they shook hands.

"All right!" laughed Parker. "I dare you to come."

Blair was back at the appointed time. Together with the manager, he went to see how his test was working. His own faucets were as good as new, but the hot water faucet of the two of the usual style was showing a small leak.

"A slight matter," Parker declared. "One of your own faucets might very well do the same."

"I'll be back in two months more," Blair said, in answer, "and you'll sign!"

Blair was back promptly.

"Well, how's the test?" he asked, as he walked into Parker's office.

"Go and see for yourself!"

Blair did so. He found that his own faucets were in practically as good condition as the day he installed them; but the hard use of the public wash room had told severely on goods without special features. They were in bad shape.

"Here's the order blank," said Blair, as he walked back into Parker's office—"all ready except for your signature at the bottom, and the number of faucets you'll need."

"Seven hundred and fifty!" answered Parker, signing.

THE HIGH COST OF FIRING.

THE following article by Charles Austin Bates in a recent issue of *Printers' Ink* is an interesting statement of the importance of the sales manager in the selling chain. Sales managers who are quick "firers," he says, prove their own unfitness for the job:

"No," said the General Manager, "I don't want you to fire him, I want you to manage him—to supply the element he lacks. That's what a sales manager is for. Any fool can fire men. A quick-firing manager is misnamed. If all salesmen were competent, there would be no sales managers. The existence of the position proves its necessity—and that necessity lies in the weaknesses of salesmen in general.

"None of us is 100 per cent. You're not, or I wouldn't be talking to you, and I'm surely not, or the executive committee would have greater affection for me.

"The biggest leak in our business is this changing of salesmen and the carrying along of a lot of almost nearlies, who come so close to making good that you think they surely will next month. That's what keeps up the percentage of sales cost. And, brother, it is my firm conviction that ninety-nine in one hundred of these men can be made to produce profitably if they are handled right.

"What does that mean? Blessed if I know.

"That is, I don't know any general, all-covering answer. You can't do it wholesale. You can't do it with a lot of general platitudinous, piffious, ginger-up bunk. Each man carries his own problem. There are about seven different general reasons why salesmen fall

short, but there are seven thousand variations and manifestations of those reasons. Two men may have the same weakness, but they can't be cured in the same way.

"Of course, I'm an optimist. I believe every man honestly wants to make good. But many of them lack intelligence, and more are shy on viscera.

"So far as intelligence is concerned, it doesn't seriously enter into our problem, because we don't hire obviously stupid men. Every man we've taken on and sloughed off, in the past year, has brains enough to make good. Where we fell down was in not stimulating those brains into proper action. I say *we* fell down, because that's what I mean. We had raw material of varying grades, because God made it that way, just as He makes timber and stone and coal. Of course, if we could always work with nothing but clear, sound, seasoned, No. 1 Norway pine, our job would be simpler and our product better. The real test of a good workman is his ability to get out a good job with No. 2 material. Many a good board has a knot in it, but if you drive in a couple of brads to hold it, it will serve its purpose for quite some time—maybe forever.

"Every man we hire has brains enough to learn our story—if he doesn't learn, it's the fault of the teacher. He may not get a *cum laude*, but he can pass. And teachers must be patient. If the pupil doesn't learn, find out what's the matter with the method. There's a way into every human brain. There's a way to make anybody understand anything.

SYMPATHY HELPS.

"And my theory is that salesmen usually fall down *because they don't understand*. They don't know what it's all about. They are not interested in the game, and not game enough to stick at it until they are interested. They get discouraged by their failures and by being jumped on by the boss. Nine times in ten they need help and sympathy more than they need a swift kick. Sometimes both in combination, or alternately, are salutary, but the sympathy is absolutely essential.

"Don't you remember that rainy Monday in Paducah, when you hadn't made a sale for a week and your liver wasn't working just right? And do you remember how you felt when you read that letter from the house, calling your attention to the big fact that 'Vat ve vant is orders'?

"It made you feel just like going out and eating 'em alive, didn't it? Yes, it did—not. You said, 'Oh —, what's the use?' You were whipped before you started out to see your trade—if you went out at all. Most likely you went in and had Jimmy mix up a stiff one for you and grouched around until somebody came in to take you on at Kelly pool.

"Wouldn't you have worked better if the boss had said: 'S. O. S., what's the matter out there? All the trade on a vacation, or is there a slump in your usual pep, punch and pulchritude? I've the habit of opening your letters with a smile anticipatory of the orders

therewith, and it grieves me to miss 'em. Anything we can do to help? Don't let it get on your nerves, but please worry about it just enough to catch up next week. Cheer up—and sic 'em.'

"You'd have said: 'Well, he's a good old scout, anyhow, and just for that I'll show him that the P, P and P is still running on all six cylinders.'

"Do you get me, Mr. Stevens? What I am trying to convey is that every man has three incentives to work. First, money; second, the fear of losing his job; third, pride—the approval and good opinion of some person or persons. Maybe that of his boss or his sweetheart or his wife—or maybe all three. And I'm inclined to think pride is the greatest incentive of all, if you can reach it.

"There are only a few men in the world who can run on their own steam. Most of us have moments when we would like to tell our troubles and weep down somebody's neck—and when we feel like that it's pretty hard to sell goods. A lot more of us get into ruts. We loaf in the trenches and forget there's a war or what it is about. We do it because we are human—and salesmen are human, too, though sometimes in our desperate drive for business we forget it.

"You can't make a machine out of a salesman, but if you can get him to pray for strength while you guide him, the result is pretty sure to be satisfactory.

"Remember our recent experience with Baxter? He was nearly a star performer for quite a while. Then he slumped. Then we found some alleged sales that turned out to be only consignments. Then he annexed some of the company's money in a way that, while not exactly crooked, was certainly a trifle bent. There was an almost unanimous desire to throw him to the lions, but some of us thought otherwise, for there had been laxity on the part of his immediate boss. Baxter hadn't been sales-managed properly. So he was shown the iniquity and unwisdom of his ways, sympathized with, cussed for his errors and praised for the previous good work and put upon his honor to prove that those who saved his job for him were justified in doing it.

"You've seen his record since then. He has made good, good and plenty, and he will keep on making good, but he will need help. There's an element of weakness in him or he wouldn't have slipped. It is your job to keep track of him, and whenever you see signs of a slump administer oxygen—give first aid. Keep his pride working and he'll make money for himself and for us.

"And you remember Morton. He was drawing \$60 a week on salary, and when we announced our change of policy, whereby he was to receive \$25 and a commission, he howled like a lone wolf in the tall timber. We had to draw him several diagrams and show him how the Burroughs' machine always got the same result when two was added to two. Then he pitched in and has been drawing \$100 a week ever since. He says unless he breaks a leg, or the world ends, he'll have it up to \$200 before the end of 1916.

"The best salesman is the one who doesn't sell, but who helps the buyer buy. The best sales manager is the one who doesn't boss his men, but helps them. Who demonstrates that he is a friend by showing them the way to better results and more pay—who honestly and sincerely believes that they are trying, but perhaps trying in the wrong way, and helps them to correct the way.

"If you can get a man interested in his business as a game, enthusiasm is sure to follow. A man who can't work because it is a damp day will chase a white rubber ball five miles around a golf links and come up to the nineteenth hole with wet feet and a happy heart.

"You tell me some of the boys are lazy, and I guess they are—even as you and I. But we are not lazy when we are interested—the hours aren't long enough then, and we are sorry when Sunday impertinently intervenes.

"I have a small boy who is most reluctant and unreliable when it comes to filling the woodbox or cleaning up the boathouse. But if I say, 'Come on, Bill, help me tear up the earth and we'll show 'em a few stunts,' Bill is right there with bells on and will work *with* me till the whistle blows. The principal difference between boys and men is that the men are larger, and this is particularly true of salesmen, who, no matter how old they may be, must retain the resilience of youth or they will never be very successful. All young animals have to be trained, whether they be men or setter pups. And a trainer must be firm, kind and patient.

"So, before you fire a man, count up and see if some large part of his failure is your own fault. Whenever I see a sales manager hiring and firing frequently, I am reminded of Frank Tinney, who says he 'sang in the choir until they found out what was the matter with the choir,' and I wonder if it wouldn't be cheaper to change managers."

PRICE MAINTENANCE IN THE BOOK TRADE

By H. R. TOSDALE, in the *Quarterly Journal of Economics*

[While the following article, dealing with the history and status of price maintenance in Germany, England and the United States, undoubtedly contains much with which readers of the PUBLISHERS' WEEKLY are already familiar, it is nevertheless such a compact statement of the case that it has seemed worth while to reprint it in full. The footnotes, especially in the case of Germany, furnish a valuable bibliography for those interested in delving further into the history of price maintenance. —Ed. P. W.]

I. INTRODUCTION

The question of price maintenance has recently commanded more than ordinary attention because of the hearings and discussion in connection with the anti-trust legislation of

the last Congress. Although the Stevens bill,* providing for the maintenance of fixed prices upon trade-marked products at the option of the manufacturer, failed to be enacted into law, the regulations with regard to local price cutting incorporated into the Clayton Act have more than a nominal connection with it. On the other hand, the Supreme Court of the United States in a recent case has declared that a combination formed for the purpose of maintaining prices is contrary to the Sherman Act, therefore, presumably contrary to public policy,—virtually a declaration that price maintenance effected by a combination is detrimental.† Whether one adopts this attitude or not, it is interesting to observe and compare the efforts made in this and other countries to bring about the maintenance of fixed prices.

In no line of business activity have the advocates of the principle been more aggressive or achieved greater results than in the publication and distribution of printed books. There is scarcely a European country of importance in which booksellers and publishers have not endeavored through combination to maintain fixed and uniform prices.‡ In Germany, the *Börsenverein* and a complex distributing organization are utilized for the purpose. In France, the *syndicat* of publishers co-operates with the *syndicat* of booksellers. Belgium has her *Cercle Belge de la Librairie*; Holland, Switzerland, and the Scandinavian countries all possess their associations for the maintenance of book prices. In Great Britain the Publishers' Association and the Associated Booksellers, formed for the express purpose of maintaining prices, furnished the model for the American Publishers' Association and the organization of booksellers. The combinations in the three leading countries, England, Germany, and the United States, are typical, and have been selected for closer study.

Published books are distributed in England and America in essentially the same manner as other merchandise. The publisher, as the manufacturer, disposes of his product to the wholesale book dealer, who in turn sells the books to the retailer; though in some cases the publisher has chosen to pass over the wholesaler and deal directly with the retailer, or even with the consumer. But in Germany, the book trade possesses a complex distribu-

tive organization of its own, necessitated by the extreme decentralization which characterizes the marketing of books.* Under the present system, the retail dealer sends his orders at certain intervals to the special order office (*Bestellamt*) which has been established at Leipsic by the book trade association of that city for the convenience of the German book trade. There the order slips are sorted and sent either direct to the publishers, to the *Barsortimenter*,† or to the *Kommissionären*,‡ as designated upon the slips. The *Barsortimenter* is the exact parallel to the wholesale book dealer of England and America,—one who buys books outright from the publisher and keeps them in stock in anticipation of future demands of the retail trade. The *Kommissionär* is peculiar to the German book trade, being for all practical purposes a publishers' agent who for the purpose of facilitating delivery will usually carry in stock at a central point supplies of the books issued by the publishers whom he represents. Without one feature, the *Kommissionär* would be little more than a warehouse firm—namely the widespread use of the so-called *a condition* system, whereby the manufacturer sends books of his own publication to the retailer through the *Kommissionär*, on condition that the retailer return the books, carriage prepaid, if not sold by the following Easter fair (*Ostermesse*), or hold them at the disposal of the publisher. This system increases the utility and importance of the commission book merchants. The *Kommissionär* keeps the accounts of the publishers whom he represents; as is the custom in the trade, settlements are made annually at the Easter fair held at Leipsic. The retailer is thus not compelled to buy books the sale of which is very doubtful. Less capital is required in the retail trade; and the *a condition* system accounts in part for the decentralization which obtains. If the *Kommissionär* or *Barsortimenter* has no copies of the desired books in stock, the orders are forwarded to the publisher, who fills and ships them, usually *via* Leipsic or one of the less important centers, Berlin and Stuttgart.

In Germany, as well as in the United States and England, the publisher has the right to fix the so-called publishers' price—the stated retail price, not to be exceeded in actual retail sales,

*The bill proposed absolute uniformity of prices legally enforced, for each group of buyers, wholesalers, retailers, and consumers, with full publicity. One section of the bill was designed to prohibit monopolies or combinations in restraint of trade from availing themselves of its provisions. H. R. 13,305, 63rd Congress, 2nd Session.

†34 Sup. Ct. Rep. 84 (December, 1913). *Printers' Ink*, May 7, 1914.

‡Information concerning the regulations of the various organizations may be found in the English trade periodical, the *Publishers' Circular and Booksellers' Guide*, vol. lxxxv, p. 309, and in the American journal, the *PUBLISHERS' WEEKLY*, vol. lxxviii, pp. 1574 et seq. (hereinafter abbreviated *Pub. Cir.* and *PUB. WK.*). For Belgium, see also de Leener, "*Syndicats Industriels en Belgique*," vol. i, pp. 393-395.

*Upon the history and organization of the German book trade, may be consulted, among other works, Fischer, "*Organisation des deutschen Buchhandels*" (1903); Kapp, "*Geschichte des deutschen Buchhandels*," and Goldfriedrich's work of the same title, bring the history in very complete form down to 1889. Prager's "*Geschichte des deutschen Buchhandels*," is a popularly written account. Karl Bücher, "*Buchhandel und Wissenschaft*," will be taken up at greater length below. Jordan, "*Der Zentralisation und Konzentrations-prozess im Kommissionsbuchhandel*," shows very clearly the growing concentration in this branch of the trade. Cf. also "*Handbuch der Wirtschaftskunde Deutschlands*," vol. iv, pp. 97-139. Much material is also to be found in the "*Kontradiktorische Verhandlungen*" to be mentioned later.

†Fischer, pp. 77 et seq.

‡Pohle, in "*Schriften des Verreins für Sozialpolitik*," vol. lx. Also Bücher, pp. 20-31.

and expected to be maintained in them. The statement of this right is incorporated in German law, with the proviso that an advance in price shall require the consent of the author. Though there is no specific statute in the other countries the general practice is the same. The publisher is a monopolist as regards any book he issues. He fixes prices with the design to yield the greatest net return, having regard to the character of the book, the extent and elasticity of demand, and the availability of substitutes.

The publishers' price in the three countries to be considered, forms the base price from which, by an arrangement of discounts, the prices paid by wholesale and retail dealers are computed. The retailers' discount varies from 20 to 50 per cent., the normal being about 25 per cent. In each of the three countries, moreover, competition between book dealers led to the introduction of a discount given to retail customers, which lowered the price to the buyer and the profit to the retailer. The customers' discount became common and was gradually increased in amount until the profitability and hence the existence of the book-seller seemed to be threatened.

II. THE GERMAN BOOK TRADE.

The first efforts, of 1802, to regulate by association the customers' disposal in the German book trade had been preceded by several attempts to unite for other purposes—chiefly in order to devise some means of doing away with the cumbersome method of making annual settlements at the Leipzig fair, and also to wage common warfare against piracy.¹ The outcome of this and later agitation was the organization in 1825 of the *Börsenverein der deutschen Buchhändler*, the main purpose of which was to constitute a sort of clearing house for the settlement of accounts.² The endeavor to remedy the discount evil in 1802 demonstrated the necessity of a centralized organization; while the later movements of 1832 and 1847-48 showed clearly that a decentralized organization was just as important.³ The *Börsenverein* furnished the centralized organization, though at this time it declined to aid either in the maintenance of prices or in the regulation of discounts.

For thirty years nothing was done in this direction. But the movement in favor of price maintenance received new stimuli in the decade of the seventies. The introduction in 1873 of the uniform 5 kg. parcels post promoted further competition and led

to an increase in discounts granted to consumers, especially by the dealers located in Leipzig and Berlin, to which low freights attracted customers from a wider field.⁴ At the same time, the discount given to retail dealers was gradually decreased in amount until 25 per cent became the normal, instead of the former 33 1-3 per cent.⁵ The book-sellers' profit was not only sliced off at both ends, but the increased number of dealers also further diminished the profit of each. The depressed condition of the German book trade in the seventies became an acknowledged fact, and still further decline was predicted.⁶ Finally, in 1878, at the instance of certain book dealers, the management of the *Börsenverein* called a meeting at Weimar.⁷ The *Börsenverein* was not yet ready to co-operate in support of the publishers' price, but it urged the formation of local book trade associations. In the following year, the existing local and district associations combined to form the *Verband der Orts- und Kreisvereine*. The local groups were unable without assistance to deal satisfactorily with the discount question. The book retailers appealed to the publishers in 1882, but out of the twelve hundred publishers less than half were willing to treat a larger discount than 10 per cent as excessive.⁸ Nevertheless, continued agitation had its effect. With active leadership and aroused sentiment, the *Börsenverein* at an extraordinary session in Frankfurt in September, 1887, decided to assist in fixing uniform and fair terms of sale, and to aid in the maintenance of the publishers' price.⁹ The rules and regulations adopted at that time were very similar to those in force to-day.¹⁰

There are at present, consequently, two types of organization which co-operate to regulate the customers' discount and maintain the publishers' price. The first is the centralized organization, the *Börsenverein der deutschen Buchhändler*, whose history has just been sketched. It has a membership of publishers, and of wholesale, retail and commission book dealers, numbering 3653 in September, 1913.¹¹ The purpose of this organization is primarily to subserve the general interests of the book trade by establishing agencies for facilitating the various operations in the distribution of printed books; but it has now also included among its objects, as mentioned above, co-operation with the retailers to maintain the

¹Bücher, p. 70; Pohle, p. 504.

²Fischer, p. 184; "Kontradiktorische Verhandlungen," p. 585; "Handwörterbuch der Staatswissenschaften," dritte Auflage, vol. ii, p. 274.

³"Kontradiktorische Verhandlungen," pp. 415, 591.

⁴Bücher, pp. 70-71; Pohle, pp. 500-502; Goldfriedrich, vol. iv, pp. 513 et seq.

⁵Pohle, p. 502; "Handwörterbuch der Staatswissenschaften," vol. ii, p. 274.

⁶Fischer, p. 191; Pohle, p. 504; Goldfriedrich, vol. iv, pp. 562 et seq.

⁷Information as to the regulation at various times may be found in Pohle, pp. 504, 505; Fischer, p. 192; "Handwörterbuch," vol. ii, p. 274; "Adressbuch des deutschen Buchhandels," 1914, Abteilung IV, p. 30.

⁸Upon the *Börsenverein*, see *Adressbuch, Abteilung IV*, p. 30; "Kontradiktorische Verhandlungen," pp. 581 et seq.; Fischer, pp. 205 et seq.

¹For these early attempts, especially those of 1765 and 1798, see Goldfriedrich, vol. iii, pp. 223 et seq. They are also mentioned in vol. ii, p. 239, of the hearings in the official investigation of 1903-1905, known as the "Kontradiktorische Verhandlungen über deutsche Kartelle" (Verhandlungen über den Börsenverein der deutschen Buchhändler am 11, 12, und 13 April, 1904, im Reichsamt des Innern und im Reichstagsgebäude zu Berlin, Stenographische Berichte). Cf. also Präger, vol. ii, pp. 151-152.

²Fischer, pp. 36, 203; Goldfriedrich, vol. iv, pp. 133-165.

³Pohle, in "Schriften des Vereins für Sozialpolitik," vol. ix, pp. 480-491, 500; Bücher, p. 70; Präger, vol. ii, p. 85; Goldfriedrich, vol. iv, pp. 338-368.

THE WASHINGTON HERALD, SATURDAY, FEBRUARY 5, 1916

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A WELL-NIGH IDEAL LINCOLN'S BIRTHDAY BOOKSTORE NEWSPAPER ADVERTISEMENT.

Full-page advertisement of the Woodward & Lothrop book department in the Washington "Herald."

publishers' price and to regulate discounts. Any person or firm actively engaged in the book business may join, provided he is a member of an approved local or district book trade association and signs a written contract to observe all rules which are at that time in force, or are subsequently ordered by the proper authorities.¹ The activities of the

¹The four administrative organs of the *Börsenverein* are (a) the general meeting of members (*Hauptversammlung*), (b) the managing board (*Vorstand*) in

Börsenverein include, among others, the maintenance of a clearing house for the settlement of accounts; a department for the historical investigation of the book trade; the publication of the *Börsenblatt*, the official organ of the *Verein* and the indispensable trade journal; and the maintenance of friendly relations

active charge of the business, (c) special committees in charge of the specific activities of the organization, (d) the local and district association, the publishers' association, and the association of *Kommissionären*.

with, and the encouragement and approval under certain conditions of, local and district associations.

The second type, that of the decentralized local and district associations, is very necessary in order to secure the success of any plan to maintain prices.¹ In these, of course, retail dealers predominate. These local and district associations are again federated in the *Verband der Orts- und Kreisvereine*. There are still other combinations devoted to special branches of the trade, but the majority are not of interest in connection with price maintenance.² The German Publishers' Association, formed in 1886 to further general interests of the business, requires its members to join the *Börsenverein*, consequently shifting the matter of price maintenance to that organization.³ The present combination of publishers is a general organization with a membership of about seven hundred, the activities of which are directed chiefly toward the elimination of certain credit abuses.

The regulations of the *Börsenverein* concerning the sale of books at retail, which must be observed by every bookseller, are substantially as follows:⁴ in the sale of new books to the public (i. e., to those purchasing for personal use), the publishers' price must be strictly observed; discounts are forbidden except to certain libraries (formerly 10, now $7\frac{1}{2}$ and 5 per cent). Certain local exceptions, still existing, are gradually being abolished. Local associations may control by agreement the prices of books not fixed by the publisher. Violation of the rules of the *Börsenverein* or of the rules of an approved local association, is penalized very severely by exclusion from the *Verein* and a general boycott. The name of the offender is published; and all booksellers are bound not to deliver the books of any publisher against his will to such dealers as have been barred from the *Börsenverein* and the use of its agencies either by general vote of the organization or by the managing board. In effect, it means that if the dealer does not observe the rules he can continue in business only with great difficulty. For he must pay full retail prices for his books, and he is refused the use of the vital parts of the book distributing system, the central order office, the services of the *Kommissionären*, and the *Börsenblatt*. The hearty co-operation of the various associations results in a most effective enforcement of the no-discount rules.

Considerable controversy has taken place as to whether the *Börsenverein* is a kartell or not, the test being direct control of price. The weight of German authority seems to incline toward the negative, asserting that the local and district associations are the real kar-

tells, while the *Börsenverein* merely furnishes the means for enforcement.¹

As might be expected, price maintenance and the abolition of discounts has met with opposition from several quarters. Individual book buyers, librarians, and authors strongly opposed the movement. The outcome was the formation of the *Akademische Schutzverein*,² a protective association, with branches in a number of university cities. As members were enrolled many men prominent in the academic world as well as the representatives of many important libraries. The Leipzig branch of the *Schutzverein* attempted to force the restoration of the customers' discount, and members proceeded to boycott all dealers who refused to concede, at the same time concentrating all purchases upon one firm. But the *Börsenverein* and its affiliated organizations immediately boycotted this firm and soon put a stop to this practice, as well as to the scheme for establishing a sort of co-operative bookstore.³ At about this time (1903-04), Dr. Karl Bücher, one of the members of the *Schutzverein*, published a book entitled "*Wissenschaft und Buchhandel*," which, on the whole, represents the attitude of the protective association—a very severe criticism of the book trade and of the efficiency of the much-lauded organization. Dr. Bücher asserts that book prices have advanced, a fact which was generally admitted. With others, he detected therein an obstacle to the progress of German education.⁴ Depression in the book trade, upon which the justification for abolishing the discount is based, is admitted, but this depression is ascribed not so much to abuses of the discount system as to the fact that the large profits of the trade had stimulated competition and had caused the number of book dealers to multiply far beyond the requirements for satisfactory distribution.⁵ Professor Bücher asserts that the publisher also is in part responsible for the higher prices—too many books published, and too few of each kind.

The friends of the book trade defended the business in numerous articles and pamphlets.⁶ In connection with its kartell inquiry, the imperial government finally in 1904 summoned representatives of the *Börsenverein*, the publishers, booksellers, the *Schutzverein*, and the

¹"Kontradiktorische Verhandlungen," pp. 243, 244, 583; also R. Liefmann, in Conrad's *Jahrbücher*, vol. lxxxiii (1904), "Der deutsche Buchhandel in der Kartellenquete nebst Untersuchungen über seine voraussichtliche Weiterbildung."

²"Kontradiktorische Verhandlungen," pp. 594-596.

³*Ibid.*, pp. 262 et seq., 347.

⁴*Ibid.*, pp. 599 et seq. Bücher attempts statistical proof of the advance; also a pupil of his, Dr. Löserth, presents a statistical analysis and arrives at the same conclusion. Cf. Dr. Gerhard Löserth, *Zur Statistik der Bücherpreise, Zeitschrift für die gesamte Staatswissenschaften*, Jhg. lx, p. 358 (1904).

⁵For statistics, see the various numbers of the official *Adressbuch*; also "Handwörterbuch der Staatswissenschaften," article *Buchhandel*.

⁶"Kontradiktorische Verhandlungen," pp. 605 et seq. See, for instance, Wissowa, in Conrad's *Jahrbücher*, vol. lxxxii (1905), p. 218 et seq.; Bücher's reply, *ibid.*, pp. 546 et seq.; also current numbers of the *Allgemeine Buchhändlerzeitung* after March, 1904.

¹For list, see *Adressbuch*, 1914, pp. 35-40, 45 et seq.; cf. also "Kontradiktorische Verhandlungen," p. 586.

²For other special associations, see Fischer, p. 224; *Adressbuch Abteilung IV*, pp. 42 et seq.

³Fischer, pp. 221-223; *Adressbuch*, p. 39.

⁴"Handwörterbuch der Staatswissenschaften," vol. ii, pp. 274-275; *Pub. Wk.*, vol. lxxviii, p. 381; "Kontradiktorische Verhandlungen," pp. 582-585.

librarians. In the course of the hearings, the proposal was made and adopted to arbitrate the differences between the *Börsenverein* and the *Schutzverein*. The board selected for the task met in May, 1904, but the *Schutzverein* speedily broke off negotiations because the *Börsenverein* would not consent to large concessions.¹ Libraries were favored somewhat when in 1907 the *Börsenverein* promised the Prussian Ministry of Education that it would grant discounts of 5 and 7½ per cent, the latter to large libraries. Thereupon, the *Börsenverein* declared the discount question definitely and finally settled.

III. ENGLISH EXPERIENCE.

Turning to England, one finds that book trade associations are mentioned as having existed as early as 1802. But the first to arouse widespread interest was the new organization formed in 1850.² Trade regulations were issued by the publishers in an endeavor to prevent the retail booksellers from granting a greater discount than 10 per cent to buyers. As in Germany and elsewhere, competition among book dealers had led to the introduction and gradual increase of the customers' discount. At that time, booksellers generally opposed the attempt of the publishers to enforce fixed prices. The universal disapproval of all who spoke or wrote led the publishers and booksellers to turn the matter over to three arbitrators for final decision. The board, consisting of Lord Chief Justice Campbell, Dean Milman, and George Grote, rendered a decision in favor of the booksellers in 1852. The opinion states that the alleged right of fixing resale price is contrary to the freedom of trade, and is not included in the property rights of the publisher. As a result of the decision, the association of publishers was dissolved.

Free from restraining influence, book dealers increased the customers' discount until 25 per cent became the ruling rate, with 40 per cent to libraries. At the same time, dealers complained bitterly; the sale of books at such discounts left little profit. The existence of the bookseller was threatened. In the half-century after 1852 there was in fact a marked decrease in the number of dealers keeping high-grade new books. In 1890, a number of London booksellers formed the "London Booksellers' Society," in an endeavor to find some remedy for the depression. However, since the association had no means of controlling its members, it could not increase the profits of the trade by means of maintaining prices. Nevertheless, it was through the initiative of this society, and with it as a nucleus, that the present general combination of booksellers, known as the "Associated Booksellers of Great Britain and Ireland," was organized in 1895.³ The following year saw the forma-

tion of a general association of publishers.⁴ Then the booksellers asked the publishers to co-operate in establishing and maintaining a net price system.⁵ Publishers were reluctant; the association claimed that it was beyond the sphere of the organization, and referred the dealers to the individual publishers.⁶ Before the next annual meeting, however, the pressure exerted by the booksellers had been so effective that the council of the publishers' association approached a committee of dealers with a proposition that the customers' discount be limited to twopence in the shilling, intimating that the publishers would enforce it by whatever coercive measures were necessary. The retailers were not only willing to agree to such restriction, but advocated total abolition of the discount. To such a step the publishers' association would not agree without the approval of the Society of Authors. This body in turn investigated the matter and refused to approve the adoption of the net price system.⁷ The publishers accordingly declined to enter into the arrangement. The leaders in the movement did not, however, become disheartened; and finally the publishers assented to the demand of the retailers, proposing practically the net system.⁸ Both associations soon adopted it formally. According to this plan, which went into force on January 1, 1900, certain books were to be chosen by the publishers and designated as "net books." Such books were not to be sold to the public at less than the full publisher's price. Any violation operated to prevent the bookseller from securing the usual trade discounts upon his purchases, thus forcing him to pay full retail prices.⁹

The adoption of the net system in England caused little organized opposition until the fall of 1905, when a London newspaper, the *Times*, conceived the idea of opening a loan library as an advertising scheme, membership to be free to its subscribers.¹⁰ To the *Times* Book Club, as the arrangement was called, was added a bookselling establishment in which both new and second-hand books, no longer needed in the loan library, were sold. These were advertised as "virtually as good as new" and offered at 35 per cent discount after one month's use, with larger discounts for books which had been longer in circulation. In securing its books, the *Times* had, in common

¹*Pub. Cir.*, vol. lxiii, pp. 594, 644.

²Fred. MacMillan, in a letter to the *Bookseller*, March, 1890, proposed the net system. Cf. also *Pub. Cir.*, vol. lxxvii, p. 224. It may be of interest to state that when Messrs. MacMillan determined to try out the net system alone, since other publishers would not join them, they persuaded Professor Marshall to allow them to experiment with his "Principles of Economics," published in July, 1890.

³*Pub. Cir.*, vol. lxiii, p. 99; *ibid.*, vol. lxvi, p. 374.

⁴*Ibid.*, vol. lxvii, pp. 7, 8. The test of the society's letters to the publishers, with the various arguments, is to be found in *Pub. Cir.*, vol. lxvii, p. 687.

⁵Nearly every number of the *Publishers' Circular* contains some reference to the agitation for the net system.

⁶Bowes, pp. vii; Macrosty, p. 278.

⁷Macrosty, pp. 276-279; *Pub. Cir.*, vol. lxxiv, p. 37; *ibid.*, vol. lxxxv, p. 5.

¹Liefmann, in article cited above, p. 201.

²Macrosty, "The Trust Movement in British Industry," pp. 277-278; Robert Bowes, "Booksellers' Associations, Past and Present" (Taunton, 1905); *Bookseller*, January 24, 1908, p. 17.

³Bowes, p. vi; *Bookseller*, January 24, 1908, pp. 17-18.

with all other booksellers, agreed to the net system contract; and had at the same time secured five-year contracts with several publishers, as well as agreements in regard to advertising. The booksellers protested violently against this method of selling second-hand books as a violation of the net agreement. The "book war" ensued between the *Times* on the one side and the booksellers and publishers on the other.¹ The publishers decided to support the retailers; and all publishers except those bound by long-term contracts refused to supply books to the *Times* at less than retail prices. The publishers also withdrew their advertising patronage from the paper. Thereupon the *Times*, alleging that it was fighting the people's battle against the monopolistic book trust, attempted to impose a boycott of its own by asking the public not to buy books issued by those publishers who refused to deal with it. The publishers and dealers as vigorously defended the net system;² the Society of Authors on this occasion passed a resolution in its favor;³ and the best literary journals lent their support to the publishers' association.⁴ It became exceedingly difficult for the *Times* to secure books, so that various devious means were employed in order to keep the Club in operation.⁵ A report was even circulated that the *Times* intended to establish a publishing house of its own; but nothing came of it.⁶ After over two years of struggle the book war came quietly to an end in 1908.⁷ The net system triumphed, although certain changes had been made in the rules, especially with reference to the treatment of second-hand books. As the agreement now stands,⁸ publishers will supply books to dealers at the usual trade discounts only upon condition that the bookseller agrees (a) not to sell any net books at less than the publishers' price; (b) not to offer second-hand copies of a net book at a discount within six months of publication; and (c) not to treat as unsalable or as dead stock any copies within twelve months of purchase. Wholesale dealers must agree to allow the usual trade terms to retailers in good standing; and must agree not to sell any such net books at less than full net price to any customer who does not comply with the above conditions.

¹Macrosty, pp. 279 *et seq.*; the columns of the *Publishers' Circular* and of the *Times* during this period contain innumerable paragraphs and articles upon the book war in all its phases.

²*Pub. Cir.*, vol. lxxxv, pp. 308-309; also pp. 423, 452.

³*Ibid.*, vol. lxxxv, p. 553.

⁴A long list of references from the *Athenaeum*, *Nation*, *Dial*, etc., is to be found in the *Reader's Guide*. Cf. *Pub. Cir.*, vol. lxxxv, pp. 633, 634, 789; also the pamphlet in favor of the publishers, reprinted from *Truth* of October 3, 1906, entitled "The *Times*, the Booksellers, the Public, and the Publishers."

⁵*London Times*, January 20-30, 1907; *Pub. Cir.*, vol. lxxxvi, pp. 77, 265.

⁶*Ibid.*, vol. lxxxvi, pp. 437; vol. lxxxvii, pp. 33, 203, 609.

⁷*Ibid.*, vol. lxxxix, p. 435.

⁸Macrosty, p. 280. Current numbers of the *Publishers' Circular* contain in the advertising section a copy of the terms of sale issued by the publishers.

Since the trouble with the *Times*, the net system seems to have been working smoothly;¹ the number and proportion of net books among the net books published has been gradually increasing, and it is the aim of the associations finally to extend the system to cover the entire trade.

IV. THE AMERICAN BOOK TRADE.

The history of bookselling in the United States may be summed up in a few words—comparative prosperity until the decade of the seventies, followed by depression ascribed to the gradual increase in the discounts granted to customers. Booksellers saw their profits decreased not only by competition among themselves, but also by the rising competition of the department store, especially in the so-called staple books. They sought, consequently, to find a remedy for the situation in combination. But since the failure of the American Book Trade Association in 1876, after an existence of three years, little effort had been made along this line.² The exceptions were a few local organizations, of which the Virginia association was the most successful. The Booksellers' League of New York is another example.³

As the experience of England and Germany had demonstrated, local associations were unable to bring about any effective regulation of prices and discounts. The great need was centralized organization. The formation of the British booksellers' association in 1895 and the union of the publishers a little later, undoubtedly exerted an influence upon the American book trade.⁴ Unlike the movement in England, however, the creation of a centralized organization was in the United States undertaken first by the publishers, who, after much discussion, formed the American Publishers' Association, eventually including a large majority of that branch of the book trade. The association, it was declared, was "not a trust, or against any one class, author, department store, or the like, but an honest endeavor to make book prices honest and reasonable, and their sale reasonably profitable."⁵ Strict maintenance of the publishers' price was the aim, but was not to be attained without the co-operation of the booksellers. Urged by the publishers, the American Booksellers' Association, including 90 per cent of the dealers both in number and volume of trade, was formed early in 1900.⁶

¹See, for instance, the report of the Council of the Publishers' Association, *Pub. Cir.*, vol. xcii, p. 463; also see vol. xci, p. 955, and *Pub. Wk.*, vol. lxxxv, p. 1292.

²*Pub. Wk.*, vol. vii, p. 27; vol. vi, p. 159; vol. lxxxvi, p. 1434.

³The Booksellers' League, by A. G., pp. 7 *et seq.*, 3^d *et seq.*, 54, 55; *Pub. Wk.*, vol. lviii, pp. 253, 917.

⁴*Ibid.*, vol. lviii, p. 253.

⁵*Pub. Wk.*, vol. lviii, p. 287; vol. lxxxvi, pp. 1434 *et seq.* Also Bobbs-Merrill Co. v. Straus, 139 Fed., 155, reprinted in Federal Anti-Trust Decisions (hereafter abbreviated F.A.T.D.), vol. ii, p. 755, 759.

⁶*Pub. Wk.*, vol. lviii, p. 917; vol. lix, p. 487; F.A.T.D., vol. ii, p. 761.

The plan finally adopted by the publishers' association and ratified by the union of booksellers went into effect in May, 1901.¹ The articles of the combination of publishers stated the agreement of its members that all copyright books, other than fiction, school books, and such new editions as the individual publisher might wish to be exempted, should be published at net prices—which it was recommended should be reduced from former prices. It was further agreed that such copyrighted books and all others of their volumes should be sold by them only to those booksellers who maintained the retail price, as fixed by the publishers, for one year, and to those booksellers and jobbers who would co-operate in maintaining book prices by refusing to sell to those known to cut prices, or to violate the rules established in certain cases by local associations. The only exception allowed was in the case of libraries, to which a discount was permitted. These rules were not binding for more than one year after purchase; but the publisher reserved the right to buy back any lot of books upon which the retailer might intend to cut the price. It was the duty of members to report all cases of cutting to the central office. During 1902 and 1903, some changes were made in the sales regulations; the maximum discount on fiction, for example, was fixed at 28 per cent, violation of which was to be treated as a violation of the net agreement.²

Librarians were in general not in sympathy with the net system; since, with their limited funds, each increase in book prices meant a reduction in the number of books purchased.³ The protests of the individual book buyer received little publicity. But the only serious opposition to the enforcement of the net system came from a New York department store, Macy's, owned by Straus & Straus. Contrary to regulations, Macy's proceeded to cut the prices of net books. The associations then applied the boycott provided for such cases; so that it was only by buying in small lots at great expense, through agents stationed in various cities of the United States, that this department store could secure books to supply its customers. In 1903, Macy's took the matter to the courts, beginning a period of litigation which was not ended until a decade later. In the series of cases before the New York and Federal courts, one or both of two distinct questions have been up for settlement. The first concerned the right of the owner of a copyright to fix resale price; the other the legality of combination for maintaining prices fixed by individual publishers.

As a first step, Macy's applied for an injunction to restrain the American Publishers'

Association from carrying out its boycott on the ground that the combination was unlawful and in restraint of trade. The association replied that each publisher was free to fix his own price; further, that combination was resorted to in order to remedy the recognized disorganization in the book trade, which Macy's now wished to renew. The injunction was refused, no violation of the Donnelly act (New York anti-trust act) being discovered. The case was then carried to the higher New York courts. The Appellate Division of the Supreme Court reversed the earlier decision by declaring that copyright gave no power to control prices after the first transaction had been completed. The American Publishers' Association carried the case to the highest State court, the Court of Appeals, which rendered a decision adverse to the publishers. This last decision did not involve the question relating to copyrights, but asserted that the attempt to prevent Macy's from procuring uncopyrighted books was a restraint of trade and contrary to the Donnelly act.¹

Thereupon, both the publishers' and booksellers' associations proceeded to amend their rules by dropping the phrase "all other books" in the boycott provision, thus making the rules applicable only to copyright books. The American Publishers' Association was allowed to amend its pleadings to conform to the change in its rules.² The former decision was then upheld as far as it applied to uncopyrighted books, and the matter was turned over to a referee to estimate damages suffered by Macy's from interference with uncopyrighted books. But the firm was defeated in its attempt to secure damages for copyright books, both in the Appellate Division of the Supreme Court and in the Court of Appeals.³

Meanwhile, Macy's became involved in proceedings in the Federal courts. The Bobbs-Merrill Co. brought suit against the department store, asserting that underselling was an infringement of the copyright.⁴ A decision in favor of Macy's was rendered by the United States Court of Appeals, affirming that the owner of a copyright had no power to fix resale price. It also held that the American Publishers' Association was a combination in restraint of trade. None too sure of its legality, this association had already in 1907 repealed all its rules and had adopted resolutions changing the former agreement into a "recommendation," trusting to the honor of its members for its execution.⁵ The Macy firm, little satisfied with the decisions of the New York courts in 1909, carried its case over into the Federal courts—bringing suit for \$375,000 damages suffered through interference with copyright books. Finally reaching the Supreme Court of the United States, a

¹*Ibid.*, vol. ii, p. 759, Exhibit A; *PUB. WK.*, vol. lix, pp. 525-526. The American Booksellers' Association at its first annual convention, in 1901, adopted a resolution endorsing the action of the publishers' association and urging the extension of the net system to all books, including fiction. *Ibid.*, vol. lix, p. 893; *F.A.T.D.*, vol. ii, pp. 761-762, Exhibit B.

²The articles as amended are reprinted in *F.A.T.D.*, vol. ii, pp. 762 *et seq.*, Exhibits C, D, and E.

³Opinion of the American Library Association, *PUB. WK.*, vol. lxxix, p. 1103.

¹177 N. Y., 473 (85 App. Div., 446). Portions of the opinion are quoted with approval in *F.A.T.D.*, vol. ii, p. 771; see also *Harvard Law Review*, vol. xix, 123.

²*PUB. WK.*, vol. lxxv, p. 761; *F.A.T.D.*, vol. ii, p. 776.

³*PUB. WK.*, vol. lxxvi, p. 90; vol. lxxviii, p. 1397.

⁴*Bobbs-Merrill Co. v. Straus*, 139 Fed. Rep., 155; reprinted in *Federal Anti-Trust Decisions*, vol. ii, p. 755 *et seq.*

⁵231 U. S., 222 (1913).

decision was rendered in December, 1913, in which the American Publishers' Association was declared to be a combination in restraint of trade, within the prohibition of the Sherman act.¹ It was reaffirmed that in this case copyright did not give the owner the power to fix resale price.² As a consequence of its failure to secure legal recognition, for the principle for which it had primarily been organized, either by the courts or by statutory enactment, the American Publishers' Association voted to dissolve in the fall of 1914, though still stoutly maintaining that the association never was a trust.³

V. SUMMARY AND CONCLUSION.

The foregoing comparison of the book trade associations of the three countries discloses a remarkable similarity. In each instance, disorganization and depression in the retail book trade, due in part to the introduction and increase of the discount given to customers, led to combination as a means of remedying the situation. In Germany and England, the publishers were at first unwilling to co-operate when urged by the booksellers to assist in maintaining prices; in America, the publishers took the initiative. In each country, maintenance of the publishers' price was the aim; and in each the means of attainment was the same—the boycott, refusal to treat the offender as other than a retail buyer. It appears that only in America has the copyright been utilized to enforce fixed prices. The book trade combinations have everywhere met organized opposition, but only in the United States were they unsuccessful in the struggle. Germany and England now accept price maintenance as legal and proper; but in this country associations established for this purpose have been declared illegal, and the whole

question is now up for acceptance or rejection by the public.⁴

The argument against the uniform price system in the book trade rests mainly upon the assertion that the more efficient distributors should be allowed to give the public the benefit of lower costs of handling a product. It is claimed that any system of uniform net prices will unavoidably work injustice upon consumers, because they are deprived of the benefits of location and other factors which might tend to lower the price. Much is also made of the legal right of the owners of property to dispose of it at such prices as he sees fit.⁵ Finally, under the fixed price system, there is constantly the danger that the prices will be too high, thus detrimental to the public.

The arguments in favor of the net system in the book trade are numerous. It is asserted that the maintenance of prices is of advantage to the bookseller, first because it insures him the benefit of any trade value he may have acquired; secondly, it insures him at least a reasonable profit; further, the big dealer is not given an undue advantage; and finally, he is free from the competition of those stores which cut prices for advertising purposes. The net system appeals to the publisher because it assures him a system of distributing agents, and protects him from the harm which may result when the publisher's price is not observed by retail booksellers. It is conceivable, and even probable, that the ruthless underselling of the books of a given publisher might have the result of turning other booksellers away from the firm, thereby actually decreasing his sales. Viewed in this light, price-cutting may become unfair trade, because the publisher is deprived of a certain amount of patronage to which he is entitled; also because a firm by cutting prices is apt to give the impression among buyers of that article that the price fixed was too high, thus destroying a certain amount of value, good will, reputation, or whatever else one may choose to term that intangible quantity.

The consumer, it is said, is benefited by price maintenance because all buyers are treated absolutely alike; no one class of purchasers is favored at the expense of another. The net system enables the local bookstore to continue in business—a great educative force in the community. But to the consumer the vital question is, how will price maintenance affect book prices, not only immediately, but permanently? The ultimate adoption or rejection of the principle of price maintenance depends upon the answer to this question. If the prices are reasonable, the public is benefited; if unreasonably high, the public is deprived

¹231 U. S., 222 (1913) PUB. WK., vol. lxxxiv, pp. 1933-1937, 2151; *Harvard Law Review*, vol. xxvii, p. 293. The briefs in the case are reprinted in PUB. WK., vol. lxxxiii, pp. 948-971. The association finally arrived at an agreement with Macy's whereby the former was to pay the latter \$140,000 damages. *Ibid.*, vol. lxxxvi, p. 7.

²A later case in which the Macy firm was sued for damages by a talking machine concern for price-cutting has been decided in the same way. *Victor Talking Machine Co. v. Straus*, PUB. WK., vol. lxxxvii, p. 968 (March, 1915). A recent decision by the Supreme Court of the State of Washington, relating to the sale of flour at less than the resale price fixed by the manufacturer, has been decided in favor of the fixed-price policy. *Fisher Flouring Mills Co. v. Swanson*, *ibid.*, vol. lxxxv, p. 507 et seq. The case is free from complications, since it involved no monopoly, no question of trade-mark rights, and the decision was made to rest solely upon the question of public policy.

³Since the decision, the publishers have worked more energetically to bring about a legalization of the fixed-price system through special enactments amendatory to the Sherman act. The Stevens and Metz bills favoring price maintenance have been favored generally by the publishing trade. The advocates of the principle hoped to incorporate a provision in the recent anti-trust act dealing with the fixed-price system, but were not successful. *Ibid.*, vol. lxxxv, p. 1144. The hearings and net price debate in Congress during the discussion of the anti-trust bill are reported, *ibid.*, pp. 1145, 1147. Cf. also *ibid.*, vol. lxxxv, p. 664; vol. lxxxvii, p. 663. Dissolution of association, vol. lxxxvi, pp. 1433, 1434.

⁴For a general discussion of the problem of price maintenance, see T. A. Fernley, "Price Maintenance" (1913); Cherington, "Advertising as a Business Force," pp. 380-428. Numerous references are to be found in the trade periodicals, *Printers' Ink* and *PUBLISHERS' WEEKLY*, especially during the past three years. Cf. among others, *PUBLISHERS' WEEKLY*, vol. lxxxv, pp. 193, 507 et seq., 664, 1144; vol. lxxxvi, pp. 1967, 347; vol. lxxxvii, pp. 663, 434, 968, 1008, 1264. Also the article by Mr. E. S. Rogers, "Predatory Price Cutting as Unfair Trade," *Harvard Law Review*, vol. xxvii, p. 139.

of the leveling influence of competition, and in the end would pay more for its books than under competitive conditions. Theoretically, the elimination of some of the wastes of competition ought to enable the book trade to maintain prices at a level somewhat below that which would prevail under unrestrained competition. The discussion is endless; for it involves the questions of normal price, of normal profit, and of the best mode of distribution. As yet, one is safe only in the assertion that if the price level selected and maintained is the proper one, the policy of price maintenance possesses decided advantages for publisher, dealer, and book buyer; if the level is too high, the consumer suffers; if too low, either the dealer or publisher, or both; eventually, also the consumer.

OLD CIRCULARS DISCLOSE BOOK-TRADE PROBLEMS OF CENTURY AGO.

Of considerable interest in these days when the fixed price question is so much to the fore is a circular issued by the Boston Association of Booksellers back in 1816 calling for the formation of an organization in every town and city of the nation where there are booksellers, for the purpose of "establishing prices and rates of discount in accordance with the amount of goods purchased by individual dealers." Members of the proposed new associations, according to the *Boston Globe*, were to have no business relations with dealers who refused to join the organization. Every local body was to keep a blacklist of "undesirables," as those who cut prices were called, and blacklists were to be exchanged between the various associations in order to facilitate disciplinary action against offenders.

The justification for such drastic procedure was that "some of the best American books have been sold at a discount of 50 per cent or more, a degradation of publishers' works, that should be stopped." At the bottom of the sheet was the Boston black-list, consisting of the names, Thomas Wells, Bradford & Read, R. P. & C. Williams and David J. Burr.

The above is one of a series of book-trade broadsides and circulars issued between 1814 and 1831 recently acquired by C. E. Goodspeed, of Boston. The earliest circular, dated 1814, announces the "discharge" from the Boston Association of Booksellers a then leading book firm, Cummings & Hilliard. The "discharge" appears to have consisted of the acceptance of the firm's resignation, owing to dissatisfaction with some of the stringent rules of the association. The circular declares that thereafter Cummings & Hilliard were to be denied by members of the association such advantages as credit, discount and the then common privilege of exchanging books with brothers in the trade. Perhaps the expelled firm seriously felt its deprivation, for it seems that two years later it was back in the association.

There is a recommendation in the circular that the following practices be stopped: The

paying of printers and bookbinders with books, which they send to auction and get what they can for; printing of large editions, to become a drug on the market; too great an extension of exchange of books with dealers who send books to auction; the printing of inferior editions and rating them too high.

Finally a call is issued for a congress of booksellers from all over the country in New York the following March.

A communication, signed by both Philadelphia and Baltimore booksellers, to their Boston brethren, is dated 1820. It states that prices of books are too high, considering that the value of money has risen, flour has dropped from \$12 to \$4 a barrel and all kinds of produce and merchandise are cheaper than six years before.

It is also charged that some publishers issue inordinately large editions, charging 50 per cent above a reasonable price for them; that they exchange 95 per cent of the edition for books of other publishers on which a reasonable valuation has been placed, and that they then give a big discount on both their own publications and the more costly ones of other men, whose prices are already so low that they cannot meet the competition.

Under date of Jan. 6, 1831, ten Baltimore book firms ask their Boston brethren to join in obtaining reforms in the trade.

They want terms of credit rated according to entire amount of purchase, and not according to amount of individual invoice purchased; also compulsory delivery of goods within a specified time, lest the purchaser lose a customer meanwhile; furthermore, an extension of time for demand on imperfections, "which time often expires before goods are delivered."

"Resolutions calculated to promote the interest and respectability of the book trade," dated April, 1831, were circulated by the Boston Association. They provide that every member shall furnish to all other firms prices, at retail and by the dozen, of all his publications. Any one failing to adhere to those prices shall forfeit his right to discount.

Each publisher may alter his prices or terms of sale from time to time on notifying the rest of the trade.

A work diminished in value by age may be sold for any price that can be obtained for it, provided, it has been first offered to its publisher. Dealers charged with "under-selling" may appeal to arbitration by three members of the association.

Matthew Carey, a famous Philadelphia publisher, in a circular dated Jan. 9, 1826, proposes a scheme for preserving American literary antiquities that appears to have been followed to some extent, years later, by the Prince Society and other organizations.

He suggests that a subscription fund be raised in the larger communities to make possible the publishing or republishing of works that would not be remunerative to a private establishment. Under this arrangement a volume of 450 pages, which would sell for \$2, would be published each month.

MAJORITY OF NATIONAL CHAMBER OF COMMERCE COMMITTEE FAVOR PRICE MAINTENANCE.

A MAJORITY recommendation favoring legislation permitting price maintenance has been signed by seven members of the special committee of the Chamber of Commerce of the United States on the maintenance of resale prices, two of them, however, modifying their assent by filing a supplementary report. Those signing the majority report were: George M. Courts, of Galveston, Texas, formerly president of the National Association of Stationers; James F. Finneran, of Boston, president of the Woodward Drug Company; Henry B. Joy, of Detroit, president of the Packard Motor Company; Paul H. Nystrom, of New York, a retailing expert; F. H. Witcher, of Boston, president of the American Shoe Tip Company; Edward S. Rogers, of Chicago, a lawyer and a copyright and trade mark authority; and Professor Cherington, professor in the Harvard School of Business Administration and chairman of the committee. The three members of the committee opposing price maintenance were Frank H. Armstrong, of Chicago, a wholesale grocer, president of Reid, Murdock and Company; Frederick H. Rike, of Dayton, president of the Rike-Kumler Department Store and president of the Greater Dayton Association; and Percy S. Strauss, of New York, of R. H. Macy and Company, and president of the New York Retail Dry Goods Association. Since the committee was unable to present a unanimous report, the Board of Directors of the Chamber of Commerce have voted that the report shall be submitted to referendum.

With the majority report came the comment that a National Chamber committee had rendered a report last February favorable to the principles of price maintenance and the majority members, "after additional exhaustive investigation by consulting a large number of organizations, composed of many thousands of members in all branches of trade and industry, as well as many individual producers, distributors and consumers, and after having collected evidence from a great many sources" saw no reason in any way to modify the conclusions arrived at and given to the Chamber at that time, *vis*: "Your committee is convinced that legislation permitting the maintenance of resale prices, under proper restrictions on identified merchandise, for voluntary purchase, made and sold under competitive conditions, would be to the best interest of the producer, the distributor and of the purchasing public, or consumer."

The conclusions of the majority are that the advantages of price maintenance are partly economic and partly social:

1. A properly regulated system of price maintenance on identified merchandise made and sold under competitive conditions puts the emphasis in competition upon quality and service, while at the same time it provides for the public adequate protection against extortion.

2. Price maintenance under these conditions preserves the social advantage of an adequate incentive to invent and devise new products.

3. Price maintenance under these conditions serves to prevent monopolistic control of production processes by powerful distributors.

4. Price maintenance under these conditions preserves the social advantages of such distribution conveniences as are represented by neighborhood stores and by small but skillful merchants. In some trades, it is the sole guarantee of the preservation of the accepted system of distribution. For instance, it assures the preservation of the book stores as individual enterprises. If the social value of such factors as these is less than their economic cost they are not worth preserving. But who is ready at this time to encourage their annihilation? It is noteworthy that the agitation in favor of restoring to producers the control of resale prices originated with the small, independent retailers, and the most of the opposition to it comes from the large and powerful retail concerns.

5. The right of the producer to set resale prices is an accepted principle of business law. It has been restricted recently in this country by close decisions of the Supreme Court, none of which was decided on the basis of general principle alone. The committee believes that in the long run the public interest will be best served by legislation specifically permitting this method of doing business in identified articles made and sold under competitive conditions.

Signing the supplementary report were Mr. Rogers and Professor Cherington. They propose that injurious price cutting be included within the jurisdiction of the Federal Trade Commission and that provisions be inserted in Section 5 of the Federal Trade Commission Act which will have the following effect:

In regard to products that are identified in their sale to the public by name, brand, or trade mark—and that are made and sold under competitive conditions: No merchant, firm, or corporation shall offer such articles for sale at a price other than that stipulated by the producer for the original sale of the articles at retail (provided the producer has given due notice of such price to the retailer by mark upon the article or otherwise); with the purpose or effect of (a) Making it unprofitable for other retailers to handle said articles. (b) Promoting the sale of a substitute or imitation. (c) Attracting trade away from competitors, where the result is to injure the reputation of said articles or the good-will of their producers or materially to impair the general distribution of said articles.

With the formal report which makes its adverse recommendation in a space of four lines, the minority filed an explanatory statement. They take the ground that the recommendation of the majority is directly contrary to the conclusions of Federal and State courts on matters of principle, that the right to fix resale prices supposed to exist for a short time was never understood to exist ex-

cept as an incident to patents, and that anti-trust provisions in the constitutions and laws of twenty-nine states indicate a policy expressly inconsistent with the idea of maintenance of resale prices. The minority dwell upon the importance of trade being "unhindered and unshackled by the requirements or commands of any men, or combinations of men, or any systems whatsoever," recalling the well-known principle of the common law that there could be no valid restrictions governing the transfer of articles of trade from hand to hand.

PRICE OF PAPER SOARING

It is doubtless unnecessary to tell publishers who keep a close eye on their manufacturing costs that paper is mounting in price. The reason for this advance, it is asserted by the paper people, is found in the higher costs of raw materials, particularly of chemicals and dyes. The chemicals used in making bleaching powder have been bought in great quantities during the past few months by the makers of high explosives, so that this market has been very demoralized. Furthermore, the chemical houses will not make contracts at any price, so that the mills are simply buying from hand to mouth, as their needs require. In some cases they are unable to obtain certain supplies at any price.

A leading paper house has prepared the following list of the component parts of paper, including the lumber of which the cases are made, showing the difference in their cost in 1914 and the present time:

	1914	1916
Alum	.01 lb.	.04 lb.
Bleach	.01½ lb.	.07 lb.
Aniline	.40 lb.	20.00 lb.
Casein	.06½ lb.	.23 lb.
Satin White, Dry....	.05 lb.	.09 lb.
Soda Ash.....	.65 cwt.	1.03 cwt.
Bleached Sulphite....	2.65 cwt.	4.00 cwt.
Thirds and Blues...	1.35 cwt.	2.35 cwt.
Magazine Stock.....	1.00 cwt.	1.35 cwt.
Rosin	3.75 bbl.	6.50 bbl.
Fourdrinier Wires...	.29 sq. ft.	.39 sq. ft.
Lumber	13.00 M ft.	18.50 M ft.

Woolen and cotton felts advanced 10%.

The increase in the cost of the chemical components of print paper which is responsible for its rising price is not the publisher's only trouble. Another phase of the situation, of particular interest to the New York publishers, is the congestion of freight in and around New York which has reached such a point that it is now impossible to get shipments through from the mills with anything like regularity. Occasional cars come through in three days but they are as likely as not to take three weeks, sometimes being tied up for days on lighters or docks almost within sight of the publisher's office. It is highly advisable, we are told, that specifications for paper orders be submitted at least a month ahead of the time set for going to press.

COPYRIGHT NOTES.

ALLEGED INFRINGEMENTS OF CONVENTION OF BERNE BY GERMAN MUSIC PUBLISHERS

WHILE THE *Droit d'Auteur*, of Berne, is doing its utmost to maintain respect for the integrity of the Berne Convention, and the *Börsenverein*, of Leipzig, is expressing similar veneration for authors' rights, the current number of *Bibliographie de la France* has some important communications from Swiss correspondents relative to alleged infringements of the Berne Convention by certain German music publishers. It is alleged that German infringements of French musical copyrights are being offered in Switzerland, e.g., Durand's Op. 83 "Première Valse," and the "Quand l'Amour Meurt" of Cremieux upon which the German publisher has put his imprint as well as that of the French publisher to give the impression in neutral countries that it is an authorized edition.

PLAY BROKER CHARGED WITH SELLING COPYRIGHTED PLAYS.

THE crusade being conducted by the United Managers Protective Association to put a stop to the illegal sale of copies of copyrighted plays has resulted in the indictment of John R. Price, a play broker of New York City. Price pleaded not guilty to a charge of violating the piracy section of the copyright laws. He was released on bond of \$500. According to Assistant United States Attorney Samuel H. Hershenstein, Price was warned by the American Play Company in July, 1914, to stop selling copyrighted versions of popular plays. Price, it is said, was disposing of copies of the plays to theatre managers and producers in the West for \$5 for an entire play and \$3 for a part of the production. If the purchasers had bought the right to produce the plays through legitimate channels they would have paid several hundred dollars for a single play.

ADVERTISING CATALOGUE COPYRIGHTABLE

IN regard to the copyright of advertising matter the American code is silent and the decisions are contradictory. The question of the right to copyright a catalogue containing illustrations of advertised articles came up before Judge Hand in the District Court, Southern District, New York, on August 11, 1915, in the case of the J. H. White Mfg. Co. vs. Shapiro (227 F. R., 957). Complainant copyrighted its catalogue of brass goods, which consisted principally of trimmings for electric light fixtures. Defendant was charged with copying in his catalogue several of the designs of these trimmings. Despite the cases of *Lamb vs. Grand Rapids School Furniture Co.*, and *J. L. Mott Iron Works vs. Clow*, which held that pictorial illustrations of furniture and artistic plumbing fixtures in a catalogue for use in advertising were not subjects of copyright, Judge Hand followed the case of *Bleistein vs. Donaldson Lithographing Co.*, which sustained a copyright upon advertisements of a circus which were pictorial illustrations of the performers, and sustained the copyright in this case. "Neither the merit

nor purpose of the print," said Judge Hand, "seems to be regarded by the language of the act. It is to be remembered that the defendant may make his own print of the original. He is only precluded from copying the complainant's illustration, as he is charged with having done. If he has not done this, the suit cannot be sustained. If he has done so, the complainant may well say, in the language of Mr. Justice Holmes in the *Bleistein* case: 'That these pictures had their worth and their success is sufficiently shown by the desire to reproduce them without regard to the plaintiffs' rights.'"

BOOK-TRADE ASSOCIATIONS

NEW YORK BOOKSELLERS' LEAGUE

THE February dinner of the Bookseller's League, to be held February 16th at the Brevoort, will be Ladies' Night. Guest tickets for either lady or gentleman, \$2 each, may be obtained by remitting to the treasurer, W. T. Haskell, 354 Fourth Avenue, or they may be purchased at the door. Members wishing to sit at the same table should confer with Mr. Ernest Eisele of Brentano's, chairman of the reception committee.

The following list of interesting speakers has been given out: Kate Douglas Wiggin, who needs no introduction to booksellers; Jessie B. Rittenhouse, lecturer, journalist, reviewer and author of "The Younger American Poets"; Temple Bailey, author of "Contrary Mary"; Julia S. Tutwiler, ex-president of Alabama Normal College, author of numerous sonnets and advocate of prison reform, and Angela Morgan, author of "The Hour Has Struck," a volume of poetry on the war from the woman's point of view, and "The Imprisoned Splendor," a novel.

STATIONERS AND PUBLISHERS BOARD OF TRADE BANQUET.

THE Stationers and Publishers Board of Trade Banquet will be held this year at the Hotel Astor on Saturday evening, March fourth, the reception being at six o'clock, and the dinner hour six thirty. Among those who have already agreed to speak are Professor Burges Johnson, Department of English, Vassar College, Poughkeepsie, N. Y., and George Haven Putnam, of G. P. Putnam's Sons. It is possible that Frederick Palmer, the American war correspondent, may also be one of the speakers. The banquet of the Board last year was one of the most successful that had ever been held, and it is expected that the banquet this year will be fully as successful as the last. As the booksellers do not have any annual banquet in New York City this year, they are especially urged to attend. The cost per plate is \$6.00, and applications for tickets may be sent to the Stationers and Publishers Board of Trade, 99 Nassau street, New York City.

COMMUNICATIONS

THE SALE OF REVIEW COPIES—THE OTHER SIDE.

PHILADELPHIA, PA., Feb. 9, 1916.

Editor THE PUBLISHERS' WEEKLY:

As a reviewer of books covering a period of more than twenty-five years, may I say a

word in behalf of the reviewer of books catechized for selling the books sent him for review? Much has been said on the one side by Mr. Fifield, Mr. Latham, and by your respected self. Only the reviewers have kept a discreet, or indiscreet, silence.

Wherein lies the offence of selling a book sent to a critic for review? Is it because the transaction is a commercial one? That shouldn't condemn it. Doesn't the publisher send the book for commercial reasons, and with commercial interest in sight? Should the reviewer only take the high-brow, literary view and in his review of a book have no thought of the profit that is in it?

For several years I published a literary journal and I reviewed on an average of from 50 to 100 books an issue, either by lengthy criticism or brief notice. I got few advertisements from the publishers. I received little or no support from them. Yet I commercialized and helped to sell their books. The sale of their books netted them money. What did I get? Why, I got big bills from the printers for printing reviews of books which I wrote, I circulated, I put forth and I paid for. Perhaps I could put four reviews on a page; it cost me \$5 and more to produce that page. Did I come out at the little end? I certainly did, and lost every dollar I had in the world.

Let me particularly pay my respects to the Macmillan Co. represented by Mr. H. S. Latham, who writes indignantly on the subject of reviewers selling the books sent them for review.

On one occasion, having received from the Macmillans a laudatory notice of a book which at the time they were offering for sale, I thought I would like to review the book, and so sent to the company a request for an editorial copy. I received a reply as follows:

DEAR SIR—We should be glad to have you review But we are out of editorial copies, and if you will send us 75 cents, one-half the published price of the book, we will be pleased to send you a copy for review purposes.

THE MACMILLAN CO.

Please consider that proposition. I am to expend time and brains in reviewing the book; I am to pay for printing and distributing the review, and I am to pay besides 75 cents for a copy of the book itself! And when the book has been reviewed I am not to sell it. Where do I get on, or get off? I only get off, get off of the business map, as I did, and went broke.

A number of years ago I contributed to the *Critic*, edited by the late Jeannette L. Gilder, a series of articles on the reviewing of books, and among several questions I propounded was one as to whether books weren't reviewed, and sent for review, with a strict eye to the business end and to the advertising and commercial gain which flows from the review. Letters were received, and published in the *Critic*, from nearly all the leading publishers of New York, Boston, and Chicago. Some said no, while others evaded the query. But what did I see as a matter of daily observation? That quotations from my reviews, as

well as quotations from the reviews of others, were repeatedly and constantly used as part and parcel of advertisements inserted in trade journals like your own, with the direct purpose of promoting the sale of the reviewed books among booksellers and those having to do with the sale of and commercial trade in books. So far as literary merit or purpose went, the reviews weren't considered as having any value at all, and, from the publishers' standpoint, I deny that they are considered as having any more value to-day. If reviews of books did not promote the commercializing and direct, profitable sale of books, no review copies would be sent out at all.

If the publisher sends the book for money, why mayn't the reviewer sell the book for money?

Are we living in the days of Addison, Colley Cibber, Reynolds, Leigh Hunt or Dennis? You know we are not. As literature, the criticism of books is a thing of the past. To-day there is but one goal, the altar of the god of money. So, the reviewers of books should be permitted to sit in at the game with the rest. He shouldn't be asked to make a museum of defunct books out of the review copies sent him, while authors and publishers reap all the pecuniary proceeds.

GEORGE S. GOODWIN.

OBITUARY NOTES

RUBAN DARIO, famous as a poet, author and diplomat, died at Leon, Nicaragua, February 7th. He was said to be one of the most prominent poets in the Spanish language and was a former Minister from Nicaragua to Spain. Señor Dario visited this country during the Winter of 1914-15 on a lecture tour in behalf of international peace.

ALEXANDER WILSON DRAKE, art editor of the *Century* and *St. Nicholas* magazines for more than 40 years, died on February 4 at his home in New York City, after an illness of two weeks. Mr. Drake, who was a leader in the development of magazine art and who has been called "The Father of the New Wood Engraving," was born in Westfield, N. J., and was in his 74th year. At the time of his retirement he was known as "The Dean of Art Editors," and in February, 1913, was the guest of honor at a dinner at the Hotel Brevoort at which more than four hundred of the members of the Aldine, Authors', Century, Salmagundi, Grolier, Players, National Arts, and Illustrators' Clubs, and of the Architectural League and the Periodical Publishers' Association were present. In 1865, after the war, Mr. Drake started in business for himself as a master engraver and built up a thriving business. In 1870 Josiah Gilbert Holland, Roswell Smith, and Richard Watson Gilder came to him and proposed that he join them in publishing *Scribner's Monthly Magazine*. Unwilling to give up his business, Mr. Drake agreed to join them for six months, and from that time his history became that of *The Century Magazine*. When the present art of half-tone engraving came in, he immediately became master of it, and the late

F. Hopkinson Smith used to describe Mr. Drake as standing beside the machines in the De Vinne Press and showing the printers how to obtain the best impressions from the plates, without losing the artist's contrasts by smearing the high lights and impoverishing the blacks. This was typical of Mr. Drake. It was he who brought out the best in Timothy Cole, and Jüngling, and F. S. King, and other great wood engravers. It was he also, who influenced the early work of Robert Blum.

PERSONAL NOTES.

HENRY S. HUTCHINSON, the well known bookman of New Bedford, Mass., has been elected Vice Commodore of the New Bedford Yacht Club.

RENE DOUMIC, one of the "Immortals" of the French Academy, recently became editor of the *Revue des Deux Mondes*, in succession to Francis Charmes, deceased.

PERIODICAL NOTES.

THE *Sunset Magazine*, of San Francisco, has undergone a change in style to the more modern "flat" form.

THE POLICE HAVE seized all the copies of the current issue of the Scotch Socialist paper, *Forwards*, of Glasgow, which is said to have printed an account of the meeting on Christmas Day of David Lloyd George, minister of munitions, with the Glasgow Trade Union officials, which account was not approved by the British censor.

REPRESENTATIVES of the student bodies of the nine most important art schools in New York met recently at the National Academy of Design, for the purpose of starting a magazine to be named *The American Art Student* through which it is hoped that the co-operation of art students may be effective in obtaining recognition of such meritorious work as they produce.

A COPY of the four-page monthly *Bulletin des Ecrivains*, which M. Fernand Divorie, of the *Intransigeant* editorial staff, has been editing for the past year, is sent gratis to all writers at the front; it keeps standing at the head of its first page a list of all those who are killed in battle or who die of wounds or sickness, it gives prominence to any military honors which they may have received, it provides a list of authors in the enemies' prisons, and is useful in many other ways to the man of letters on the firing-line. In the latest number sent me by M. Divoire I read this notice: "As printed matter is no longer allowed to circulate postage free to the front, and as there is a constant demand for copies of our periodical, our expenses have considerably increased. We are now disposed, therefore, to accept financial aid from writers in civil life, several of whom have already helped us. But we repeat once more that we will not accept money from writers in the army. Another interesting literary enterprise is M. Paul Fort's *Poèmes de France*, a neat little four-page sheet issued twice a month and sent gratis

to the intellectuals at the front and in the hospitals. Each number is made up of a series of patriotic poems written in the best style of the "Prince of Poets," and which Guity and Suzannes Desprès have been reciting everywhere in France, the latter carrying the good word even into distant Finland.

SOME YEARS AGO an English index to periodical literature was begun, but it died apparently from lack of sufficient support. The project has again been taken up and the first parts of the Athenæum Subject Index to Periodicals are now ready. This new Index is issued at the request of the Council of the Library Association, and if supported by all the libraries will become no doubt an established thing. The "Index" for 1915 will comprise not less than 10,000 entries, selected from over 350 English, American, and Continental Periodical Publications issued between January and December, 1915. The Index is based upon the Alphabetical Subject Headings of the Library of Congress (under revision), modified to suit English practice and considerably extended. Annotations are introduced where the titles of articles insufficiently indicate the nature of their contents. Magazine fiction, verse and essays not possessing subject matter are not included. The Annual Volume for 1915 is preceded by the publication of a series of Class Lists dealing with the following subjects:—A, Theology and Philosophy; B, History; B1, The European War (November, 1915); C, Geography, Anthropology, and Folklore; D, Sports and Games; E, Economic and Political Sciences, Law; F, Education; G, Fine Arts and Archæology (November, 1915); H, Music; I, Language and Literature; J, Science and Technology (November, 1915); K, Preventive Medicine and Hygiene (November, 1915). These Class Lists were issued as rapidly as possible between 1st November, 1915, and February, 1916, when they were consolidated with additional matter in one alphabet to form the Annual "Subject Index for 1915." The publication of Monthly Indexes commenced in 1916. The price of the Class Lists and Monthly Indexes is one shilling per number, net. The Class Lists and Annual Volume will be provided with brief Name Indexes and Lists of Periodicals cited.

FOLLOWING ARE SOME INTERESTING FIGURES REGARDING FIFTY LEADING PERIODICALS.*

Magazine.	Price.	Circulation.	Annual Subscription Receipts.
Woman's World.....	\$.35	2,040,525	\$714,183.75
Gentleman	.20	2,028,000	405,600.00
Saturday Evening Post	1.50	1,950,565	2,925,847.50
Ladies' Home Journal	1.50	1,606,263	2,409,394.50
McCall's Magazine....	.50	1,261,426	630,713.00
Comfort	.25	1,249,319	312,329.75
Ladies' World.....	1.00	1,104,917	1,104,917.00

*Compiled by *Crowley's Magazine* upon a basis of the 1914 figures compiled by N. W. Ayer & Son. The amounts estimated as paid by the public for these magazines were figured entirely on the basis of the subscription price which, of course, is by no means accurate. At the same time, however, it makes these figures conservative, because, as everyone knows, magazines are never sold by the single copy for less than the annual subscriptions price, and, usually, the price in single copy sales would be larger.

Cosmopolitan	1.50	1,000,000	1,500,000.00
Pictorial Review.....	1.50	932,762	1,399,143.00
Home Life.....	.25	903,418	225,854.50
Delineator	1.50	900,000	1,350,000.00
People's Home Journal	.50	894,472	447,236.00
Needlecraft	.25	883,462	220,865.50
Farm Journal.....	.20	845,612	169,122.40
Woman's Home Companion	1.50	800,000	1,200,000.00
To-Day's Magazine..	.50	763,182	381,591.00
Successful Farming..	.25	693,000	173,250.00
Collier's Weekly.....	2.60	642,390	1,670,214.00
Farmer's Wife.....	.25	694,630	173,657.50
Everybody's Magazine	1.50	600,000	900,000.00
Farm & Home.....	.50	562,979	281,489.50
Mother's Magazine..	.50	560,848	280,424.00
McClure's Magazine..	1.00	533,805	533,805.00
Housewife	.50	531,458	265,729.00
Youth's Companion..	2.00	450,000	900,000.00
American Magazine..	1.50	440,000	660,000.00
Modern Priscilla.....	1.00	408,541	408,541.00
Munsey's Magazine..	1.50	400,000	600,000.00
Popular Magazine....	3.00	380,000	1,140,000.00
Leslie's Weekly.....	5.00	379,196	1,895,980.00
Popular Mechanics..	1.50	354,201	531,301.50
Metropolitan Magazine	1.50	350,000	525,000.00
Good Housekeeping..	1.50	350,000	525,000.00
National Monthly....	1.50	307,333	460,999.50
Christian Herald.....	1.50	284,221	426,331.50
Literary Digest.....	3.00	258,000	774,000.00
Hearst's Magazine..	1.50	250,000	375,000.00
Red Book.....	1.50	250,000	375,000.00
Argosy	1.50	275,000	137,500.00
Ainslee's Magazine..	1.50	240,000	350,000.00
Country Gentleman..	1.50	223,924	335,886.00
All Story.....	1.50	200,000	300,000.00
Motion Picture Magazine	1.50	200,000	300,000.00
American Boy.....	1.50	198,653	297,979.50
Review of Reviews...	3.00	175,000	525,000.00
Life	5.00	160,386	801,930.00
Pearson's Magazine..	1.50	156,000	234,000.00
Scribner's Magazine..	3.00	150,000	450,000.00
Judge	5.00	110,479	552,395.00
Outlook	3.00	105,000	315,000.00
		31,038,967	\$33,872,210.90

LITERARY AND TRADE NOTES.

PHOEBE GRAY'S "The Golden Lamp," a romance of humor, pathos and mystery is to be published next Saturday by Small, Maynard & Co.

"THE VIOLIN LADY" is the appropriate sequel to Daisy Rhodes Campbell's "The Fiddling Girl" a February publication of the Page Company.

"COMMON CLAY," a novelization by Cleves Kinkead of his successful play, still running in New York, is an important item on E. J. Clode's list.

SCHULTE'S BOOK STORE, 132 East 23d street, New York, has taken over the entire stock of the Peirce Historical Card Charts, and now supply all orders for this useful educational device.

DOUBLEDAY, PAGE & COMPANY publish February 26 books by two authors well known on their list: "The Hunted Woman" by James Oliver Curwood and "The Vindication" by Harriet T. Comstock.

AN EXHIBITION of early printed books, 1460-1500, from the Earl of Pembroke's library, will be on view during the remainder of February at the exhibition rooms of George D. Smith at 547 Fifth Avenue, New York City.

THREE HUNDRED GERMAN newspaper owners met in Berlin recently to discuss the scarcity of print paper in Germany. The meeting

passed a resolution requesting the government to regulate the consumption of paper and to fix its sale price.

"A WOMAN OF FEELING" by Louise Maunsell Field, to be published shortly by Dodd, Mead & Co., promises to be one of the really good novels of the season. The psychology of a woman's indecision in her love affair is said to be particularly well done.

THE GROlier CLUB has purchased for \$80,000 a plot 31 x 100 feet at 47 and 49 East Sixtieth street, New York City, upon which a new club house will be erected. The present site at 29 East Thirty-second street was sold last year to the builder of a nearby loft building.

MAY SINCLAIR'S "The Belfry," which presents Tasker Jevons, a struggling, triumphant, lovable, impudent, little Cockney, half genius and half bounder, and his wife Viola Thesiger, two as appealing characters as Miss Sinclair has ever created, is an important publication of the week and season.

THE PHILOSOPHY OF WAR is the subject of a new series to be issued at short intervals by The Open Court Publishing Co. "Justice in War Time" by Hon. Bertrand Russell, "Germany Misjudged" by Roland Hugins, "Belgium and Germany" are a few of the titles. Each gives a differing view of the war problem.

THE INTRICACIES of a big corporation are clearly explained by Arundel Cotter in "The Authentic History of the United States Steel Corporation," just published by Moody Magazine and Book Company. The narrative traces the history of the institution from its birth to the filing of the appeal in the dissolution suit, October 28th, 1915.

THE NEW ROOSEVELT BOOK, "Fear God and Take Your Own Part," is dedicated to the memory of Julia Ward Howe because "she embodied that trait more essential than any other in the make-up of the men and women of this Republic—the valor of righteousness." An appendix gives Col. Roosevelt's record on the "preparedness" question.

THE UNEXPECTED MARRIAGE of Geraldine Farrar gives added interest to the already sufficiently interesting announcement that her biography is to be published March 25th by the Houghton Mifflin Company. The personality of Miss Farrar—or rather Mrs. Tellegen—has brought her a limitless number of friends in every part of the country.

SOME NAMES have an irresistible attraction that has the public half-way sold before it knows what the owner of the name has to sell. Among such names are the Bandbox theatre and the Punch and Judy theatre. The best name of this sort for a bookstore, especially a little one, which we have heard in a long time is the Bookknook. The proprietor of the shop with this alluring name is F. E. Woods, out in Emporia, Kans.

HERE'S THE BOOK for the child that loves to dig in the dirt in the spring! "The Mary Frances Garden Book" (Winston), tells you

how to plant things so that they come up—a very important consideration. Any boy or girl that loves the feel of the earth and the sight of a watering pot will rejoice in this addition to Jane Eayre Fryer's "Mary Frances" books.

THE J. B. LIPPINCOTT Co. announce the publication of Elizabeth Robins Pennell's "Nights: Rome, Venice in the Aesthetic Eighties; Paris, London in the Fighting Nineties," illustrated by Joseph Pennell. Mrs. Pennell has a rich mine of literary and artistic reminiscences, from which she has produced a book which will doubtless be one of the most delightful books of the year.

WITH EVERY twenty-five copies of "Prudence of the Parsonage" goes a house—a perfectly good unmortgaged cardboard house. It has a legend on the outside indicating that it is Prudence's Parsonage and an arrangement for illuminating windows on the inside. Whoever has known the joy of coming home tired to a house with lighted windows will stop to look at the "parsonage" in a bookseller's window.

"IMPRESSIONS OF THE ART AT THE PANAMA-PACIFIC EXPOSITION," by Christian Brinton, author of "Modern Artists," etc., published yesterday by John Lane Co., is an authoritative art record of the San Francisco and San Diego Expositions. Dr. Brinton was a member of the international jury and his book is really a critical survey of modern European and American art. The volume is elaborately illustrated with five full-page color plates and eighty-two black-and-white engravings.

"JOHN BOGARDUS" whose adventures are chronicled in George Agnew Chamberlain's novel of that name, broke away from conventional society and his devoted but over-ambitious father and took to the road. The road lead him through Europe, South Africa, South America and other places where all kinds of odd adventures—amatory and philosophical—befell him. This book, together with "Story of the Submarine" by Farnham Bishop, are promised by the Century Company for February 18th.

THE SHAKESPEARE HEAD PRESS, established by A. H. Bullen a decade ago at Stratford-on-Avon, in the old house of Julius Shaw, who was one of the first witnesses to Shakespeare's will, has fallen upon hard times. For a number of years now it has annually issued attractive editions of Elizabethan literature and other belles-lettres, among its best-known productions being the Stratford Shakespeare and Speght's Chaucer. Mr. Bullen is forced by the war's inroads upon his market to appeal to the public for support to keep his press alive.

A "NATIONAL TRADE ASSOCIATION," with about fifty members, has been formed to foster business interests and to arouse public sentiment against "legislation which seeks to shackle trade and commerce," with especial reference to the Stephens price maintenance bill now pending in Congress. The officers of

the association are George B. Caldwell, of Sperry & Hutchinson, president; Percy S. Straus, of R. H. Macy & Co., vice president; Harry B. Haines, News Printing Company, treasurer; Edmond E. Wise, attorney for the Macys in their long litigation with the American Publishers' Association, general counsel. The offices of the association are at 18 East 41st street, New York City. L. C. Page of Boston is one of the board of directors.

PRESIDENT ALBERTO MEMBRENO of HONDURAS has issued a decree offering a prize of \$100, American gold, to Central American writers or foreigners residing in Central America for the best Natural History of Honduras. The proposed work will treat of the flora, fauna, geology, and mineralogy of the country, and must be written in a style suitable for pedagogic instruction and for use as a textbook in the schools of the Republic. Manuscripts will be received until July 15, 1916. The work which obtains the prize will be adopted as the official textbook of the government, for use in the normal schools and colleges of the country. The State will publish 2000 copies of the work, 1000 of which will be at the disposal of the successful author. The award will be made on September 15, 1916, the ninety-fifth anniversary of the independence of Central America.

AN INTERESTING DEPARTURE in the art of literary criticism has been introduced into the Institute of Arts and Sciences, which forms part of the Extension Department of Columbia University, where Dr. Edwin E. Slosson, literary editor of *The Independent*, is delivering a series of oral book reviews. The audience which assembles once a month at four o'clock in the lecture room of the University for one of these "Oral Book Reviews" finds on the blackboard the titles and authors of the works to be discussed and on the table in front the books themselves, a dozen or more, to be inspected afterward by those interested. As he passes along the line of books he points out the distinctive merits and defects of the volume, compares it with other works on the same subject, new and old, reads a bit here and there to illustrate his points, and perhaps tells something of the author's life.

A BOOK RECENTLY PUBLISHED in Berlin by Curtius which seems of unusual interest as a statement of the German view of America is "Nordamerika und Deutschland" by Eduard Meyer, brother of Dr. Kuno Meyer, and professor of history at Berlin University. Prof. Meyer has himself visited the United States, and therefore knows something at first hand of American sentiment and American institutions. His book is a bitter and angry indictment of the United States for sympathizing with the enemies of Germany. "We shall force America to respect us by our successes," and all civilized lands will have to adopt the German conception of the place and function of the State," says Prof. Meyer. Here according to a translation in the *London Times Book Supplement* is his fulmination against our national character: Neurasthenic and irritable, through the breathless pursuit of

gain, Americans are "in body and spirit a thoroughly unhealthy people." Like the Romans in their decadence, they seek excitement as a relief from nervous strain in brutal sports; and, again like the Romans, their native population is dying out, and is being swamped by the more prolific negro. What can it matter to Germany what such a people thinks? It is not as if they would ever translate their thoughts into action—they are shy of making war: except with peoples weaker than themselves, "the manly spirit of chivalric sentiment" has almost wholly perished among them.

"WHY SHOULD NEWSPAPER FICTION consist of third and fourth hand stuff—stuff that has been read and re-read?" George D. Smith, editor of the *Newark Morning and Evening Star*, said some time since in the *Bulletin of the Authors' League of America*. "One newspaper," Mr. Smith continued, "would not, if it could afford to, pay an author thousands of dollars for the privilege of running his original manuscript. But there is nothing in the world to prevent one newspaper in each city of any considerable size from publishing—concurrently, of course—big original novels. Nothing to prevent all these newspapers in the aggregate from paying the author a bigger price than he gets from his magazine. As to fame—compare the number of newspaper with the number of magazine readers. In one week, in Chicago, New York, San Francisco, Montreal, New Orleans, Boston—even Newark—the name of that author would become a household word. "Somebody will, at some time in the future, establish a big syndicate for that purpose. This syndicate will pay big prices—top-notch prices—to the big fellows for their original manuscripts for serial publication. That syndicate will sell that story to 500 newspapers or more—and will charge them, not a small fortune, but, say, \$100 per—even more. We are now paying \$35 to \$50 to run stale fiction. We will gladly pay very much more than that to hand our readers something new. We've got to have it and it's got to come."

FORTHCOMING BOOKS

WEEK BEGINNING FEBRUARY 14

- Bishop, Farnham. Story of the submarine. Cent. \$1.25 n.
 Chamberlain, G. Agnew. John Bogardus. Cent. \$1.35 n.
 Danby, Fk. Twilight. Dodd, M. \$1.35 n.
 De la Mare, Walter. The listeners and other poems. Holt. \$1.20 n.
 Field, Louise M. A woman of feeling. Dodd, M. \$1.25 n.
 Gilmar, D. F. The bloom of youth. Small, M. \$1.25 n.
 Gogol, Nikolai. The mantle, and other stories. Stokes. \$1.25 n.
 Gray, Phoebe. The golden lamp. Small, M. \$1.35 n.
 Gregory, Jackson. The outlaw. Dodd, M. \$1 n.
 Lermontov, M. Y. A hero of our time. Knopf. \$1.40 n.
 Lewis, E. H. Those about Trench. Macmillan.
 Locke, Sumner. Samaritan Mary. Holt. \$1.25 n.
 Rohmer, Sax. The return of Fu-Manchu. McBride. \$1.35.
 Sarolea, C. Great Russia. Knopf. \$1.25 n.
 Sidgwick, Ethel. The accolade. Small, M. \$1.35 n.
 Spencer, Ellen Lane. The efficient secretary. Stokes. \$1 n.
 Summerville, A. Why be fat? Stokes. 80 c. n.

Untermeyer, L. —And other poets. Holt. \$1.25 n.
 Wilde, Percival. Confessional and other plays. Holt.
 \$1.20 n.
 Yost, Casper S. Patience Worth: a psychic mystery.
 Holt. \$1.40 n.

WEEK BEGINNING FEBRUARY 21.

Atherton, Gertrude. Mrs. Balfame. Stokes. \$1.35 n.
 Anspacher, L. K. The unchastened woman. Stokes.
 \$1.25 n.
 Clark, Macdonald. Maurice Maeterlinck, poet and
 philosopher. Stokes. \$2.50 n.
 Crow, Carl. Japan and America—a contrast. Mc-
 Bride. \$1.50.
 Farjanel, F. Through the Chinese revolution. Stokes.
 \$2.50 n.
 Gorky, M. Twenty-six men and a girl. Stokes. \$1.25 n.
 Hopkins, R. T. Rudyard Kipling, a literary apprecia-
 tion. Stokes. \$3.50 n.
 McCardell, R. L. The diamond from the sky. Dill-
 ingham.
 Megrue, R. C. Under fire. Macaulay. \$1.25 n.

BUSINESS NOTES.

BENTON HARBOR, MICH.—John H. Udbye
 has filed a petition in bankruptcy.

CHARLOTTE, N. C.—The Stone-Barringer
 Book Co. is reported to be asking an exten-
 sion of time.

CHICAGO, ILL.—Seymour, Daughaday &
 Company, formerly the Ralph Fletcher Sey-
 mour Company, has sold its entire stock of
 gift books to Daughaday & Company, a new
 corporation with an authorized capital of \$15,-
 000, with main offices at 1238, No. 608 South
 Dearborn street, Chicago. Daughaday & Com-
 pany is under the active management of C.
 Colton Daughaday, formerly president of
 Seymour, Daughaday & Company. The new
 corporation will engage in the general pub-
 lishing business.

EVANSTON, ILL.—J. H. Hazeltine, handling
 books, stationery and school supplies, has
 opened a new store at 908 Chicago avenue.

MONTICELLO, N. Y.—E. D. Bellingham is
 reported to have succeeded John T. Heath.

MUNCIE, IND.—The first and final dividend,
 amounting to 7.68 per cent. of claims, has been
 paid to creditors of Everybody's Book Store.

NEW YORK CITY.—E. W. Johnson has re-
 moved to 10 West 28th street, to the store in
 which J. W. Bouton carried on his book busi-
 ness for several years.

SCHENECTADY, N. Y.—The Wilcox-Johnson
 Co., booksellers and stationers have incor-
 porated.

AUCTION SALES

FEB. 14 AND 15 AT 2:30 P. M. (Two sessions.)
 Catalogue of rare books from the library of
 Victor H. Paltsits formerly State Historian.
 (No. 1199; 595 lots.)—Anderson.

FEB. 16 AND 17 AT 2:30 P. M. (Two sessions.)
 Catalogue of autograph letters by the late
 Robert Louis Stevenson to his father and
 mother. Pt. 3. (No. 1200; 248 lots.)—And-
 erson.

FEB. 16 AT 8:15 P. M.; 17 AT 3 AND 8:15 P. M.;
 18 AT 3 P. M. (Four sessions.) Catalogue:
 First editions of rare books, handsomely bound
 sets of esteemed authors, including the Lon-
 don library of Sydney Herbert, New York.
 (992 lots.)—American Art Association.

FEB. 16 AND 17 AT 10 A. M. AND 2 P. M. (Four
 sessions.) Catalogue of Americana, book-
 plate literature, collection of books and

pamphlets on early railroads, Lincoln relics
 [etc.] (1530 lots.)—Libbie.

FEB. 18 AT 10:45 A. M. (One session.) Cat-
 alogue of rare books, pamphlets, manuscripts
 relating to American history including many
 items of excessive rarity. (No. 14; 166 lots.)
 —Collectors Club.

FEB. 18 AT 8:15. (One session.) Catalogue
 of rare books in fine bindings from Robert
 Rivière & Son, London. (No. 1201; 124 lots.)
 —Anderson.

PICK-UPS

WHY IS A SALESMAN?

*"Just Because the Salesman Brings Home the
 Bacon We Must Not Conclude That He
 Originated, Killed and Cured the Pig."*

There was once a salesman who fancied
 himself considerably—and he was really a
 good salesman.

He rose from twenty-five to one hundred
 a week, and accumulated many visible signs
 of prosperity and a greatly augmented chest
 measure. He became thoroughly convinced
 that the house was getting more than its
 share. The margin of gross profit was fairly
 high, and he dragged down only about five
 per cent. and expenses. It was all wrong!

So he took what money he had—borrowed
 a little more, sold stock for some more, and
 went into business for himself—so he could
 make all the profit.

One of the first strangers to visit his shop
 was Col. Fixt Charges, and Ole Man Overhead
 dropped in casually and camped right there.

And prospects were neither so numerous,
 nor so ripe, because knowing his own selling
 ability he did not waste time, or money, in
 advertising, or mail-drumming, and he had
 always disapproved of the persistent and
 elaborate follow-up of the old house.

Yes, sir, he went broke.

He tried several other things, but none of
 them seemed to work out as per prospectus,
 and finally he went back to his old boss
 and said:

"I wish you'd gimme a job. I know I am
 just as good as I ever was, but I seem to be
 happier and get better results when I'm work-
 ing for you."

He doesn't know yet that his star perform-
 ances of the past were due to the sales plan,
 which developed interested prospects; to the
 systematic, persistent, everlasting follow-up;
 to the intelligent coaching, and the strong sup-
 port of the sales manager.

"There are three links in our selling plan,"
 the general manager in a firm employing some
 sixty salesmen said recently: "First, adver-
 tising; second, salesman; third, our corre-
 spondence department which follows up both
 prospects and customers. It is difficult to de-
 termine which of these links is most important.

* * * The man who gathers the fruit cer-
 tainly has no more to do with the profitable
 result than he who plowed, fertilized and
 planted the ground, or he who cultivated it
 and opened up the gate of the irrigating ditch
 when needful."—From an article by Charles
 Austin Bates in *Printers' Ink*.

Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. indicates that the book is copyrighted; if the copy-right date differs from the imprint date, the year of copyright is added. Where not specified the binding is cloth.

A colon after initial designates the most usual given name, as: A: Augustos; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Fe. (48mo: 10 cm.); Sq., obl. mar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

Æsop. Æsop's fables; adapted by F. C. Tilney; with col. il. by the [editor]. N. Y., Dutton. 128 p. pls. S (Tales for children from many lands) hf. leath. 80 c. n.

American (The) Whitaker almanac and encyclopedia for 1916; C. W. Whitaker, ed.; 9000 indexed facts concerning the trade, production, population, government, and general statistics of every state in the United States; together with comprehensive statistics on every country in the world; special war section. N. Y., Macmillan. 48+552 p. tabs. D \$1 n.
Corrected entry.

Andersen, Hans Christian. Fairy tales; tr. by Mrs. E. Lucas; il. by Maxwell Armfield. N. Y., Dutton. 7+392 p. col. pls. O hf. leath. \$2.50 n.

(Formerly, cloth, \$2.50 n.)
Fairy tales; tr. by Mrs. E. Lucas; and il. by T., C. and W. Robinson. N. Y., Dutton. 14+539 p. col. front. D hf. leath. \$2.50 n.

(Formerly, cloth, \$2.50 n.)
The mermaid; and other fairy tales; tr. by Mrs. Edg. Lucas; with col. il. by Maxwell Armfield. N. Y., Dutton. 127 p. pls. S (Tales for children from many lands) hf. leath. 80 c. n.

The ugly duckling; and other fairy tales; tr. by Mrs. Edg. Lucas; with col. il. by Maxwell Armfield. N. Y., Dutton. 127 p. pls. S (Tales for children from many lands) hf. leath. 80 c. n.

Arabian Nights Entertainments. Tales from the Arabian nights; adapted by F. C. Tilney; with col. il. by T. H. Robinson and Dora Curtis. N. Y., Dutton. 128 p. pls. S (Tales for children from many lands) hf. leath. 80 c. n.

Ayres, Leonard Porter, and Ayres, May. School buildings and equipment. Cleveland, O., Cleveland Foundation, Survey Committee. c. 117 p. il. figs. tabs. S 25 c.

Bardeen, C: W: Ruby Floyd's temptation; and other stories about schools. Syracuse, N. Y., C. W. Bardeen. c. '15 5—216 p. 12° \$1.50

Bartholomew, Ja. Riley. Direct reading interest tables. Bond cage ed. [N. Y., The author, 10 E. 45th St.] c. '15 63 p. obl. 8° \$5

Barus, Carl. Experiments with the displacement interferometer. Wash., D. C., Carne-

gie Inst. '15 6+113 p. tabs. diags. O pap. \$1

Berkhof, L: New Testament introduction (or special canonic). Limited ed. Grand Rapids, Mich., Eerdmans-Sevensma Co. [513 Eastern Ave. 352 p. O \$2 n.

Guide and commentary to the New Testament for use of students.

Bowman, Isaiah. South America; a geography reader; with an introd. to the ser. by R. Elwood Dodge. Chic. and N. Y., Rand, McNally. c. '15 354+22 p. il. pl. maps 12° (Lands and peoples ser.) 75 c.

Braden, Jenness Mae. A little book of well-known toys; with pictures by Marg. Hittle. Chic. and N. Y., Rand, McNally. c. '14 105 p. sq. 8° 45 c.

Brefeld, O., and Falck, R. Blossom infection by smuts and natural distribution of smut diseases. N. Y., F. C. Stechert. c. '15 59 p. pls. 4° pap. \$1.75 n.

Brockway, Mrs. Alice Tolman Pickford. A trip to the Orient; leaves from the notebook of Alice Pickford Brockway. Phil., Griffith & Rowland. c. '15 83 p. il. pls. D 50 c.

Account of author's visit to various churches and missions of China, particularly those of Baptist denomination.

Brown, Fk. Llewellyn. Sunday school officers manual; the training of officers and committees; a practical course for Sunday school leaders. N. Y. and Cin., Abingdon Press. c. 254 p. D 50 c. n.

Provides specialization material, method and practice work for the adequate training of workers in the Sunday school.

Byington, Marg. Frances. What social workers should know about their own communities: an outline. 3d ed., completely rev. N. Y., Russell Sage Foundation. 43 p. O (Charity Organization Dept. pubs.) pap.

Caley, Rev. Llewellyn N., and Burke, Rev. W: Herb. The church handbook for teacher training classes. Rev. and enl. ed. Phil., Jacobs. c. '14-'15 658 p. maps fold. chart D \$1 n.

Chartier, E: Morris. Speedwa shorthand dictation-reader. Hammond, Ind., Modern Pub. c. '15 4+249 p. 12° \$1.50

Cher, Marie. The immortal gymnasts. N. Y., Doran. c. '15 338 p. D \$1.25 n.

It's a magic shop to which retire Columbine, Harlequin and Pantaloon, who delicately and joyfully dance through this solemn world. The art of dispensing good butter they practised for a while, but they kept their clear eyes upon the hearts of the city, found gilded loneliness in smart houses, and to

a lovely girl they brought a lover. And for these immortal gymnasts themselves, must this adventure end in tragedy as always does their age-old pantomime?

Chicago. University. Press. Manual of style; a compilation of typographical rules governing the publications of the University of Chicago, with specimens of types used at the University Press. 4th ed. Chic., Univ. of Chic. c. '14 9+141+135 p. il. (part col.) 12° \$1

Clay, Beatrice. Stories from King Arthur and his Round Table; with col. il. by Dora Curtis. N. Y., Dutton. 127 p. pls. S (Tales for children from many lands) hf. leath. 80 c. n.

Cody, Jennie L. Letters to Betsey; by Jennie L. Cody, six years a missionary in China. Phil., Griffith & Rowland. c. '15 233 p. il. pls. pors. D 75 c.
Letters portraying Chinese customs and missionary life.

Comstock, W: Phillips, comp. Bungalows, camps and mountain houses; containing a large variety of designs by many architects showing homes in all parts of the country; with an article by C. E. Schermerhorn. 2d ed., rev.; 80 designs with 200 illustrations. N. Y., W. T. Comstock Co. c. '15 125 p. 4° \$2

Cooper, Ja. Fenimore. El ultimo de los Mohicanos; con notas biográficas por Juan G. Wight; y notas críticas de Elena M. Parkhurst. N. Y., Heath. c. '15 704 p. il. pls. por. maps S (Clásicos literarios en inglés de Heath) 75 c.

Series is to furnish advanced students of English in Latin America with the same kind of material furnished to advanced students, in this country, of French, German, Spanish and Italian.

Cotter, Arundel. The authentic history of the United States Steel Corporation. N. Y., Moody Mag. and Bk. Co. c. 10+231 p. il. pls. pors. tabs. O \$2 n.

Based on the testimony in the government suit against the corporation, and written for the man in the street who is not a steel-expert. Includes sketches of the big men of the company, outlines the industry's domestic and export policies, and its effects on labor conditions.

Cram, Ralph Adams. The Gothic quest. Rev. ed. Garden City, N. Y., Doubleday, Page. c. '07-'15 404 p. D \$1.50 n.

New essay, on the "Vigil at arms," voices the hope that through the war the nations will return to the ideal of life that made Gothic art possible.

Cubberley, Ellwood Patterson. Public school administration; a statement of the fundamental principles underlying the organization of public education. Bost., Houghton Mifflin. c. 18+479 p. (bibls.) charts D (Riverside textbooks in public education) \$1.75 n.

Outlines the historical evolution of the officers and problems, and the probable future development. Contents: Pt. 1, Outlines of state educational organization; Pt. 2, The city school district and its problems; Pt. 3, City administrative experience applied.

Davidson, C: Active citizenship, a study outline. [Tentative ed.] White Plains, N. Y., H. W. Wilson Co. c. '15 40 p. (bibls.) D (Study outline ser.) pap. 25 c.

Defoe, Dan. The adventures of Robinson Crusoe on his island; with col. il. by J. A. Symington. N. Y., Dutton. 128 p. pls. S

(Tales for children from many lands) hf. leath. 80 c. n.

Dimsdale, T: J. The Vigilantes of Montana; or, popular justice in the Rocky Mountains; being a correct and impartial narrative of the chase, capture, trial and execution of Henry Plummer's road agent band; together with accounts of the lives and crimes of many of the robbers and desperadoes, the whole being interspersed with sketches of life in the mining camps of the "Far West." Butte, Mont., W. F. Bartlett. '15 376 p. S pap. 75 c.

Book has been out of print several years, and is reissued at numerous requests.

The Vigilantes of Montana; or, popular justice in the Rocky Mountains; being a correct and impartial narrative of the chase, trial, capture and execution of Henry Plummer's road agent band. Helena, Mont. [A. G. Noyes] c. '15 290 p. il. 8° \$2.50 n.

Contains reprints of court records connected with the narrative and a brief sketch of Professor Dimsdale's life.

Drama League of America. The Shakespeare tercentenary; suggestions for school and college celebrations of the tercentenary of Shakespeare's death in 1916; prepared under the editorial direction of Percival Chubb. Chic. [The author, 736 Marquette Bldg.] 60 p. O pap. 10 c.; per 6, 50 c.; per 100, \$5

Duryea, C: E., and Homans, Ja. E: The automobile book; a practical treatise on the construction, operation and care of motor cars propelled by gasoline engines; with full explanations of all the essential parts. N. Y., Sturgis & Walton. c. '15 348 p. il. figs. D \$1.50 n.

Concise written for the amateur driver, avoiding technicalities as far as possible.

Dustman, Urias M. Construction of dwelling houses and bungalows. Chic., C. C. Thompson Co. [1126 S. Wabash Ave.] c. 214 p. il. plans. 8° \$1

Eddy, G: Sherwood. The students of Asia. N. Y., Student Volunteer Movement for Foreign Missions [25 Madison Ave.]. c. '15 223 p. il. pls. pors. 12° 50 c.

Elliott, Mrs. Ella Zerbey. Blue book of Schuylkill County; who was who and why in interior eastern Pennsylvania, in colonial days; the Huguenots and Palantines; their service in Queen Anne's, French and Indian and Revolutionary wars; history of the Zerbey, Schwalm, Miller, Merkle, Minnich, Staudt, and many other representative families. Pottsville, Pa., "Republican." c. 5+456 p. il. pls. maps (1 fold.) facsms. (1 double) 8° \$3.50

Escamez, J. Munoz. Fairy tales from Spain; with col. il. by W. Matthews. N. Y., Dutton. 126 p. pls. S (Tales for children from many lands) hf. leath. 80 c. n.

Fowler, C: Newell. The national issues of 1916. [Elizabeth, N. J., The author.] c. 434 p. O \$1.50

An arraignment of the Wilson administration, and discussion of how the Republican Party can best serve the country in the matter of a protective tariff, a scientific banking system, a merchant marine equal to the demands of our trade and an adequate defense.

Freehoff, Jos. C. America and the canal title; or, an examination, sifting and interpretation of the data bearing on the wresting of the Province of Panama from the Republic of Panama by the Roosevelt administration in 1903 in order to secure title to the Canal Zone. Published for the author. [N. Y., Sully & Kleinteich.] c. 404 p. D \$1.50 n.

Concludes that the transactions reviewed were dishonorable on the part of the United States, that they are so regarded abroad, and that we should make proper and immediate settlement with Colombia.

Frost, Severe E. English history. Dallas, Tex., Southern Pub. c. '15 96 p. il. maps 8° (Crown ser. of historical outlines) 30 c.

Funk, Nettie Sawyer. The automatic speller. [2 pts. in 1]. [2d ed.] Chic. and N. Y., Rand, McNally. c. '15 208+32 p. 12° 25 c.; pt. 1, 18 c.; pt. 2, 30 c.

Gallatin, Alb. E. Notes on some rare portraits of Whistler; with 6 examples hitherto unpublished. N. Y., J. Lane. c. 14 p. + 6 pls. O bds. \$5 n.

Essay is enlarged from one the author, who is the first of Whistler's iconographers, contributed to *The Print Collector's Quarterly*. New likenesses here listed are a drawing by Haden, a painting by Way, dry-points by Boldini and Helleu, caricatures by Max Beerbohm and E. T. Reed.

Golden, P. The voice of Ireland [verse]; cover design by G. Illian. N. Y. [The author, care Gaelic American, 165 William St.] 113 p. por. O \$1

Goodlander, Mabel Ray. Fairy plays for children; with photographs from life. Chic. and N. Y., Rand, McNally. c. '15 137 p. sq. 8° (Dramatic reader ser.) 40 c.

Grimm, Jacob Ludwig Karl, and Grimm, Wilhelm Karl. Grimm's household tales; ed. and partly tr. anew by Marian Edwardes; with il. by R. Anning Bell. N. Y., Dutton. 16+400 p. D hf. leath. \$2.50 n. (Formerly, cloth, \$2.50 n.)

Grovier, Eulalie Osgood. The sunbonnet babies in Holland; a second reader; by Bertha Corbett Melcher. Chic. and N. Y., Rand, McNally. c. '15 150 p. map 12° 50 c.

Gumz, C. The scientific and modern retail butcher; the test sheet and selling price determinator on a 25 per cent. gross basis (New York style of cutting). [Stapleton, N. Y., J. Willig Press] c. '15 8+248 p. por. 12° \$10

Guyer, Michael Frederic. Being well-born; an introduction to eugenics. Indianapolis, Bobbs-Merrill. c. 374 p. (3 p. bibl.) figs. D (Childhood and youth ser.) \$1 n.

Study in the mechanism of heredity, i.e. what mental and physical qualities and capacities are definitely fixed at birth. Relates this scientific knowledge to crime and other social problems, as well as to the question of good inheritance. Written for teachers and parents by professor of zoology, University of Wisconsin.

Haas, L. Ja. Art metal work and jewelry. Oswego, N. Y., Sequoyah Pub. c. 32 l. il. pls. obl. 8° \$1

Hannay, Canon Ja. Owen [George A. Birmingham, pseud.] Gossamer. N. Y., Doran. c. '15 295 p. D \$1.25 n.

Timely novel whose hero, a British financier of international fame, is practically without a country

at the outbreak of the present war. His German parentage and predilections make him at heart a loyal German, but his sense of duty toward his business associates forbids his return to the Fatherland. Thus his conflict was the unusual one between two noble impulses, patriotism and business honor. Much of the story takes place in America, where the narrator, an Irish squire, and a young Irish M. P. together study the financier at close quarters.

Hare, Christopher [pseud. for Mrs. Marian Andrews]. Bayard, the good knight without fear and without reproach; with col. il. by Herb. Cole. N. Y., Dutton. 127 p. pls. S (Tales for children from many lands) hf. leath. 80 c. n.

Harmuth, L. Dictionary of textiles. N. Y., Fairchild Pub. [822 Broadway] c. '15 3—174 p. 8° \$5

Hawthorne, Nathaniel. A wonder book; and Tanglewood tales; with 24 col. il. by H. Granville Fell. N. Y., Dutton. 364 p. pls. D hf. leath. \$2.50 n. (Formerly, cloth, \$2.50 n.)

Hesse, Herman. Gertrude and I; [tr.] by Adele Lewisohn; after the German of "Gertrude." N. Y., Internat. Monthly [1123 Broadway]. c. '15 207 p. \$1 n.

Kuhn is still a very young man when an accident on a toboggan renders him a cripple for life, cutting him off from everything athletic, but not interfering with his musical studies. During his last term at the conservatory he becomes acquainted with Heinrich Muoth, an opera singer. Through Muoth the young musician meets a most attractive woman called Marian. Shortly afterward Marian makes way for another divinity in Muoth's life and one imagines that Kuhn will take advantage of the change. But he does not, and as he grows older, he works out an interesting philosophy of life.

Hewitt, Arth. Wentworth. Harp of the North [verse]. Bost., C. H. Simonds Co. [297 Congress St.] c. 112 p. S \$1.50

Hill, Hibbert Winslow. The new public health. N. Y., Macmillan. c. 206 p. chart D \$1.25 n.

Deals with the chief problems of public health, their solutions and the basic relation of the individual's health to the whole. Presents simply and interestingly the knowledge, the habits and the ideals that are necessary for the maintenance of health. Author is director of the Institute of Public Health of London, Canada.

Hoffman, Alice Spencer. The children's Shakespeare; being stories from the plays with illustrative passages; with many col. il. by C. Folkard. N. Y., Dutton. 8+472 p. pls. O hf. leath. \$2.50 n. (Formerly, cloth, \$2.50 n.)

Hough, Lynn Harold. In the valley of decision. N. Y. and Cin., Abingdon Press. c. 71 p. D 50 c. n.

Sets forth for young people the motive, method and outcome of wise life decisions.

Hutchinson, Winifred Marg. Lambart. The sunset of the heroes; last adventures of the takers of Troy; il. by Herb. Cole. N. Y., Dutton. 281 p. col. pls. D hf. leath. \$2.50 n. (Formerly, cloth, \$2.50 n.)

Imperial real estate record; specially arranged to enable the real estate owner to keep easily and correctly, an accurate account of taxes, assessments, expenses, installments, mortgages, etc. San Francisco, Whitaker & Ray-Wiggin Co. 64 p. obl. D bds. \$1

Izard, Forrest. Heroines of the modern stage. N. Y., Sturgis & Walton. c. '15 9+390 p. il. pls. pors. D (Modern heroines ser.) \$1.50 n.; holiday ed. \$2.50 n. bxd.

Studies in the personality and individual significance of the actresses, Sarah Bernhardt, Ada Rehan, Modjeska, Mary Anderson, Ellen Terry, Mrs. Fiske, Réjane, Julia Marlowe, Duse, Maude Adams.

Johnson, Owen McMahon. The spirit of France; with drawings by Wa. Hale and other illustrations. Bost., Little, Brown. c. 8+256 p. pls. D \$1.35 n.

Dramatic impressions of Paris, Rheims, Arras, and of visits to the trenches at the front. Includes the interview with General Joffre recently published in *Collier's Weekly*, which in its calm determination and outlook epitomizes the spirit of his nation.

Kingsley, C. The water babies; a fairy tale for a land baby; il. by Marg. W. Tarrant. N. Y., Dutton. 17+284 p. col. pls. D hf. leath. \$2.50 n.

(Formerly, cloth, \$2.50 n.)

The water babies; with col. il. by Marg. Tarrant. N. Y., Dutton. 128 p. pls. S (Tales for children from many lands) hf. leath. 80 c. n.

La Fontaine, Jean de. The original fables of La Fontaine; rendered into English prose by F. Colin Tilney; with col. il. by the [editor]. N. Y., Dutton. 126 p. pls. S (Tales for children from many lands) hf. leath. 80 c. n.

Laible, W.; D.D., ed. The truth of the Apostles' Creed; an exposition by twelve theologians of Germany; tr. by C. E. Hay. Phil., Lutheran Publication Soc. c. 7+217 p. D \$1 n.

Contributions, each of which deals with one article of the creed from the Lutheran standpoint, appeared in *Allgemeine Evangelisch-Lutherische Kirchen-Zeitung*, 1913-1914.

Lamb, C.; and Lamb, Mary Ann. Tales from Shakespeare; il. by Arth. Rackham. N. Y., Dutton. 9+304 p. col. pls. O hf. leath. \$2.50 n.

(Formerly, cloth, \$2.50 n.)

Leland Stanford Junior University. Library. Handbook of the library. 2d ed. Stanford University, Cal. [The university] '15 58 p. 24°

Le Prince, Jos. A., and Orenstein, A. J., M.D. Mosquito control in Panama; the eradication of malaria and yellow fever in Cuba and Panama; with an introd. by L. O. Howard; with 100 illustrations. N. Y., Putnam. c. 17+335 p. pl. fold. charts O \$2.50 n.

History of the work accomplished and of the methods used. First author was chief sanitary inspector, Isthmian Canal Commission, 1904-1914; second author was assistant chief sanitary inspector of the commission.

Lorenzini, Carlo [Charles Collodi, pseud.]. Pinocchio; the story of a puppet; with col. il. by C. Folkard. N. Y., Dutton. 128 p. pls. S (Tales for children from many lands) hf. leath. 80 c. n.

Pinocchio; the tale of a puppet; tr. from the Italian by M. A. Murray; il. by C. Folkard. N. Y., Dutton. 16+268 p. col. pls. D hf. leath. \$2.50 n.

(Formerly, cloth, \$2.50 n.)

Luccock, Halford E. Fares, please!; and other essays on practical themes. N. Y. and

Cin., Abingdon Press. c. 203 p. D 75 c. n.

Brief statement of Christian principles in the language of the working-world. *Partial contents:* Thinking in a circle; The sunny side of ten; What's the news?; How much are you worth?; Swan songs.

MacFarlane, P. Clark. Held to answer; a novel; with il. by W. B. King. Bost., Little, Brown. c. 522 p. pls. D \$1.35 n.

Hero's life is complicated by two women: Marien Dounay, the actress, ambitious to become a famous star, who loves the crude John Hampstead with all the intensity of her passionate nature, and dimpled, blue-eyed Bessie, who loves him with a child's love. In this period John develops marvelously and builds up All People's Church. Then follows a chain of events, and the once popular idol becomes involved in such a manner that his congregation is divided, while the sorely-trying man, to protect others, maintains silence during his ordeal.

Macnamara, Nottidge C. Instinct and intelligence. N. Y., Oxford Univ. '15 216 p. figs. D \$2 n.

Outlines the evidence and the reasons for believing that instinctive behaviour depends on work performed by definite parts of the brain. Relates the subject to education.

Martineau, Harriet. Feats on the fford; with il. by Arth. Rackham, colored by W. Cubitt Cooke. N. Y., Dutton. 128 p. pls. S (Tales for children from many lands) hf. leath. 80 c. n.

Meigs, Cornelia. The steadfast princess; a play for young people. N. Y., Macmillan. c. 87 p. D bds. 50 c. n.

Prize winner in the recent contest of the Drama League of America. Has to do with a princess, who in spite of many temptations and obstacles, remains true to her ideals and to the people over whom she rules, and is at last happily rewarded.

Modern Publishing Co. Speedwa shorthand for class and self instruction; by E. M. Charters. Hammond, Ind. [The author] c. '15 6+92 p. 12° \$2

New York [City]. Public Library. Checklist of newspapers and official gazettes in the library; comp. by Dan. C. Haskell. N. Y., The library. '15 4+579 p. 8°

Health; some books about it. Pub. by request of the Dept. of Health. N. Y., The library. '15 7 p. 24°

Newmark, Jacob Harmon. Automobile salesmanship. Detroit, Mich., Automobile Pub. c. '15 5-121 p. 12° \$1

Newtonville, Mass. Clafin School. Little folks tales; by fourth grade pupils, Clafin School, 1914-1915. Newtonville, Mass., Clafin Sch. Press. c. '15 37 p. il. mounted col. pls. 8° \$1

Nida, Stella Humphrey. Panama and its "bridge of water." Chic. and N. Y., Rand, McNally. c. '15 196 p. il. pors. maps 12° 40 c.

Nyburg, Sidney Lauer. The conquest. Phil., Lippincott. c. 325 p. D \$1.25 n.

At the top of his career, when he is perfectly happy with his power, John Howard learns he has only a few months left to live. Looking at his life under these circumstances, Howard finds it a complete disappointment. In other words, he has gained much of the world, and lost most of his soul. He had sacrificed his love for Margaret Gilmore to his career. She had made her own place as a labor leader, and had developed into a woman wise and strong enough to be the real influence in the last months of Howard's life.

Pain, Barry Eric Odell. Collected tales. v. 1. N. Y., Stokes. 6+305 p. O \$1.25 n.

Selection, to be followed by another volume, represent the author's opinion of his best work. *Contents:* The celestial grocery; Exchange; The glass of supreme moments; Zero; Wilmay; The doll; Ellen Rider; Sparkling Burgandy; Too soon and too late; The night of glory; The moon-slave; The diary of a god; The undying thing.

Parry, Mrs. Mame Barbereux. Vocal limitation and its elimination. Chic. [The author] c. '15 73 p. por. 12° \$1.50

Perrault, Charles. Fairy tales; with col. il. by C. Robinson. N. Y., Dutton. 128 p. pls. S (Tales for children from many lands) hf. leath. 80 c. n.

Perry, Montanye. Blossomy Cottage. N. Y. and Cin., Abingdon Press. c. 108 p. il. pls. D 50 c. n.

Simple story of endeavor which tells what some young people did in a small town, and how it brought them and others happiness.

Pickert, Herman Jos. Pickert's speed-easy touch typewriting. Lesson 1-19. Chic. [The author] c. '15 195 p. pl. obl. 8° \$1.50

Pitt, W. O. Italy and the unholy alliance. N. Y., Dutton. 224 p. 16° \$1 n.

Porter, Jane. The Scottish chiefs; with il. by T. H. Robinson. N. Y., Dutton. 12+564 p. col. front. O hf. leath. \$2.50 n. (Formerly, cloth, \$2.50 n.)

Proudfoot, Mary Amelia. Hiawatha industrial reader; il. by J. Allen St. John. Chic. and N. Y., Rand, McNally. c. '15 193 p. sq. 8° 40 c.

Rand, McNally & Co.'s commercial atlas of America; containing large-scale maps of all states in the United States and of its outlying possessions of the provinces of the Dominion of Canada, of Newfoundland, the Republic of Mexico, Central America, Panama, Bermuda, the West Indies and Cuba; large continental maps of North America, South America, Europe, Africa, Asia, and Australia. 4th ed. Chic. and N. Y., Rand, McNally. c. various paging col. maps diagr. f° \$15

Ray, C. Walker. The heart's offering; with songs new and old for the Lord's memorial. Phil., Am. Bapt. [1701 Chestnut St.] c. '14 14+44 p. 8° 25 c.

Redesdale, Algernon Bertram Freeman-Mitford, Baron. Memoirs. In 2 v. N. Y., Dutton. 396; 816 p. il. 8° \$12 n.

Rhys, Ernest, and Rhys, Grace. English fairy tales; with col. il. by Herb. Cole and R. Anning Bell. N. Y., Dutton. 128 p. pls. S (Tales for children from many lands) hf. leath. 80 c. n.

Riley, W. Netherleigh. N. Y., Putnam. 9+320 p. D \$1.50 n.

How a young chap, with a bad heart (from the doctor's viewpoint) took a new interest in life, and a few risks. He made many friends in going about the village, first of whom was a child, and last of whom was a lovely girl, who in her quiet way was keen on adventures.

Robins, Sally Nelson. A man's reach; with il. in col. by Edm. Frederick. Phil., Lippincott. c. 333 p. pls. D \$1.25 n.

When Randolph Turberville goes to the University of Virginia, he is brilliant in both studies and

athletics, but a weakness from his father attacks him. He drinks and he drinks hard. In his last year, Randolph falls in love. From this on the combat is between good and evil. He is not long out of the university when he is well-nigh a physical and mental wreck. Lettice determines to save him; she invites him to Laneville. She shows what may be accomplished by self-conscious, determined psychic powers. She sends him back to his work with a determination to make good; and he does.

Rogers, P. English for coming Americans: Beginner's readers—3. N. Y., Assn. Press. c. 87 p. D pap. 20 c.

Royde-Smith, N. G. Una and the Red Cross Knight; and other tales from Spenser's Faery Queene; il. by T. H. Robinson. N. Y., Dutton. 20+264 p. col. front. D hf. leath. \$2.50 n. (Formerly, cloth, \$2.50 n.)

Rutledge, Rev. G. Perry. Pushing the world along; a series of sermons. Cin., Standard Pub. c. '15 172 p. D \$1

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Soldiers and Civilians.
Molloy's Russian Court in the 18th Century.

Bryn Mawr College Library, Bryn Mawr, Penna.
Art in America, vols. 1-3, 1912-15.
Athenaeum, vols. 1-3, 1828-30.

The Burrows Brothers Company, 633 Euclid Ave., Cleveland, O.

Humming Bird, Johnson.
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Milton's Poems, Martin's Illustrations.

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Genealogical and Family History of Vt., Carleton.
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New England Magazine, June 1834, Jan. to June, 1835.
Littell's Living Age, Nos. 1068, 1096, 3313, 3334, 3337, 3391.
Wallace's American Trotting Register, vols. 1-2.
Wallace's Monthly, vol. 4.

William J. Campbell, 1623 Chestnut St., Philadelphia, Pa.

Bell, History of Northumberland Co., Pa.
History of Fayette County, Pa.

Wm. J. Campbell—Continued.

Taylor, Disunion Sentiments in First Congress.
Tom Bogus, or Sugary Tom, Phila., circa. 1853.
Josiah White's Personal Diary, pub. by Lehigh Valley R. R. circa. 1900.

Campion & Company, 1316 Walnut St., Philadelphia.
Near East from Within, Funk & Wagnalls Co.
Ten Years of Motors and Motor Racing, Jarrott.
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Illustrated Library of Wonders, Scribners, as follows: Engraving, Vegetation, Invisible World, Electricity, The Moon, Subterranean World, and Hydraulics.

Jamaica Monthly Magazine, edit. Sheridan, 1831 to 1834.

Knickerbocker Magazine, vols. 2 to 18, 23 to 26, 33 to 36, 38, 44, 47, 50, 52 to 54, 57, 60, and 62 to the end.

Kingston, W. H. The Animal Story Book.
Little Classics, Houghton Mifflin Co., vols. 6, 9, 18.
Life of Catherine de Medici.
Mackenzie, Introduction of Social Philosophy.
McKinley, William, any autograph letters of, or any manuscript material in his hand-writing.
McClellan's Own Story.
Oliphant, Mrs., Francis of Assisi.
Pepper, C. N., Panama to Patagonia.
Thomas de Celano, Life of Francis of Assisi.
White, Trumbull, World's Progress in Knowledge, etc.

Warneck, The Living Christ.

W. B. Clarke Co., 26 Tremont St., Boston, Mass.
Democratic National Convention, 1912, Official report of proceedings of.
Do not send Democratic Text-Book, 1912.

Cleveland Public Library, Cleveland, O.

Clemens, Library of Wit and Humor, 1 vol.
Rawlinson, Five Great Monarchies, 3 vols.
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 Wood's Athenae Oxoniensis, 4 vols., 1813.
 Memoirs of Cardinal de Retz, 2 vols., 8vo, cloth.
 Twain, Mark, The Prince and the Pauper, 1882.

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Cox Book Co., 47 W. 125th St., New York.

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Camille Flammarion, Mysterious Physic Forces.

DeWitt & Snelling, 1609 Telegraph Ave., Oakland, Cal.

Stillman, The Horse in Motion, Boston, 1882.
 Roman System of Provincial Administration, Arnold
 Gibbon's Rome, ed. by Bury.

Dixie Book Shop, 41 Liberty St., New York.

Russian Year Book, 1915.
 South American Year Book, 1915.
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 Book of Knowledge.

Robert H. Dodd, Fourth Ave. and 30th St., New York.

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Allen, Life of P. Brooks, 3 vol. edition.
 Barker, E. H., Two Summers in Guyenne.
 Baxter Prints of Napoleon, Marie Louise or other
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Beliste, D. W., The American Family Robinson.
 Carroll, Lewis, Alice in Wonderland, New York,
 1866.

Crockett, S., Sir Toady Lion.
 De Coulevain, The Unknown Isle.
 De Mille, J., Helena's Household.
 De Platina, B., The Lives of the Popes.

Ebbutt, Myths and Legends.
 Gissing, The New Grub Street.
 Gissing, G., By the Ionian Sea.
 Gissing, G., Thyra.

Gissing, G., The Nether World.
 Harden, Monarchs and Men.
 Larcom, Lucy, Hillside and Seaside Poetry.
 Larcom, Lucy, Roadside Poems.

Osborne, Dr. C. A., The Cat, A Neglected Factor
 in Sanitary Science.

Palmer, F., Winning of Immortality.
 Russell, W., Sea Children.

Scardon, Paul, The Comical Works.
 Sparks, Life and Writings of Washington, Vol. 4
 and plate in Vol. 5 facing page 196 entitled "En-
 campment at Valley Forge."

E. P. Dutton & Co.—Continued.

Thompson, Fred S., Rhubarb or Pie Plant Culture.
 Tupper, Proverbial Philosophy.
 West Virginia Annual Report of Dept. of Mines,
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 Young Gaol Birds.

Eau Claire Book & Stationery Co., Eau Claire, Wis.

Bad Boy's Diary, pub. in 1883, with all original
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 revised 1893.
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Fowler Brothers, 747 South Broadway, Los Angeles, Cal.

Oslerisms.

Franklin Bookshop, 920 Walnut St., Philadelphia, Pa.

Bates, Naturalist on the Amazon.
 Morgan, American Beaver, Phila., 1868.
 Larry's Surgical Memoirs, Phila., 1832.
 Pitt, J. N., Covert-Side Sketches.
 McKenny, Sketches of Tour to the Lakes, Balto.
 1827.

Free Public Library, Jersey City, N. J.

Davis, Green Cloak.
 Dillon, Leader.
 Eggleston, Daughter of the South.
 Gilson, Katrina.
 Grundy, Third Miss Wenderby.

Robert Fridenberg, 22 W. 56th St., New York.

Folio lithographs of Yale University or New Haven.
 Folio lithographs of any New York City Hotels.
 Free Masons' Magazine, 2 vols., 8vo., Phila., 1811.

C. Gerhardt, 331 Amsterdam Ave., New York.

Stevenson, The Black Arrow, N. Y., 1888.
 Moore, Memoirs of My Dead Life, 1906.
 Gilbert, The Bab Ballads, 1869.
 Harte, Bret., First editions.
 Stevenson, Child's Garden of Verses, 1885.

C. Gerhardt & Co., 120 East 59th St., New York.

Howell, History of Southampton, L. I., 1881.
 Robert Kitchell and his descendants, N. Y., 1879.

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 Ellis, Ewe Speaking Peoples.
 Forbes, R. B., China Trade.
 Gumplowicz, Outlines of sociology, 1899, Amer. Acad.
 Killingly, Conn., Hist. or records of.
 Logan, D., Hist. of Hawaiian Islands, 1907, Chicago.
 Masters of Art, except 2 and 3.
 Maury, Sailing Directions, 1858 or '59.
 Morrison, J. H., Hist. N. Y. Ship Yards.
 Princess and the Goblin.
 Rainbows for Children, Edd. by Child, 1875.
 Robert Raikes, founder of Sabbath Schools, Boston, 1860.

Robinson, Tracy, Panama.
 Rutland, Mass., Hist. of.
 Shakers, Sacred roll and book.
 Sprague, W. B., Life of Jedediah Morse.
 Smith, Mrs. W. H. & Halsey, Old receipts used 100 years ago, Phila., 1906.
 Spencer, H. R., Constitutional Conflict in Mass.; Phases of royal govt. in N. Y., Columbus, 1905.
 Tarver, H. M., Negro in history of U. S., Texas, 1905.
 Tillinghast, Negro in Africa and America, 1902, Amer. Economics Assoc.
 Ware, W. R. & Van Brunt, H., Memorial Hall of Harvard, 14 plates, No. 4, Monographs of Amer. Architecture.
 Genealogies—Edward Poole of Weymouth, Mass., by Poole, 1803; Henry Silsbee and descend.; Wharton by Warton, 1880.

John W. Graham & Co., Spokane, Washington.

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 Drake, On N. E. Coast, Harper.

Hershey Free Public Library, Hershey, Pa.
 Ford, Co-operation in New England.

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 Ditchfield, Picturesque English Cottages, Winston.
 Burt, Poems Every Child Should Know, Grosset.
 Henderson, Mary Queen of Scots, 2 vols., Scribner.
 The House of Souls.
 Encyclopaedia Britannica.
 Tragedy of Stula Stiles, O. E. Turner, Hammond, 1883.

Gautier, Theophile, Emaux et Camees, in French.
 London Illustrated News, N. Y., ed., Jan. 3, 10, 1914.
 Mead. Bibliotheca Meadiana sive Catalogus librorum, Lond., 1754.

Steevens, Haven of Health, Cogan, 1595.
 Life of Luther, Hague, 1641.
 Bourkes, Scatologic Rites.
 Book on Mural Decoration, either French or Italian.
 The Picaroons, Irwin & Burgess.

Himebaugh & Browne, 471 Fifth Ave., New York.

"The Irish at Home and Abroad.
 Volkerschmuck, Leipsig, 1906, Die Quelle VII.
 Crawford's Works.
 Waverly's Dictionary, May Rogers.
 Famous Cases of Circumstantial Evidences, S. M. Philips, 1879.
 Painting, Leonardo da Vinci, edited by Rigaud, printed for J. Taylor, 1802.

Hochschild, Kohn & Co., Howard and Lexington Sts., Baltimore, Md.

The Life of Whistler, 2 vols., E. & J. Pennell, pub. Lippincott & Co.

Wm. B. Hodby's Olde Booke Shoppe, 624 Penn Ave., Pittsburgh, Pa.

The World, the Flesh and Devil, M. E. Braddon.
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 Valentine, Twenty Lessons in Organic Chemistry.
 Cooke, Principles of Chemical Philosophy, pub. in Boston, 1887.
 Cooke, Elements of Chemical Physics, Boston, 1886.

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 Freeman, History of Federal Government, etc., 1863.
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 Diary Siege of Detroit, Roger, 1860.

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Methaphysical Mag., 1898, December.
Metropolitan, 1898, May.
Jl. of the Franklin Institute, Phila., May 1840, Dec. 1864, June 1867, July Oct. Nov. Dec. 1879.

J. Kuhlman—Continued.

Graham's Magazine, 1858 or odd nos.
Godey's Magazine, vol. 1, 1830, Dec. 1879, 1883 to 1887, Sept. '88; Jan. '93, Mar., June to Aug. and Nov. '94, April '95, June and Oct. '96, Feb. to April, Oct. and Nov. '97, Jan. '98.

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J. T. Scharf, History of the Confederate Navy, Rogers & Sherwood, 1887.

Didrous Christian Iconography, Bohn, 1851, original cloth, vol. 2 only.

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 My Two Wives, by One of Them.
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 Tarbell, History of Standard Oil Co.
 Callender, Thaddeus Stevens.
 Shields, Life of S. S. Prentiss.
 Appleton's Cyclopaedia of American Biography, vol. 7.
 Ball, Things Chinese.
 Elliot, Roman Gossip.
 Dall, Alaska.
 Rook, Hooligan Nights.
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Oelson, Dante's Influence on Eng. Lit.
Philo. Christus.
Moore's Dante Studies.

Raleigh, Diana, pub. Hakluyt Soc.
Tichnor, Spanish Literature, last ed.
Vaughan, Life Thomas Aquinas.
Barrett Wendell's Literary History of America, Scrib., 1901.
Graham, Kenneth, Pagan Papers.

Joseph McDonough Co., 73 Hudson Ave., Albany, N. Y.

Burke's General Armony.
Burke's Landed Gentry.
Mrs. Riedesal's Letters, etc., 1867.

John Jos. McVey, 1229 Arch St., Philadelphia.

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Northcross, Democracy.
Atwood, Rollo in Cambridge.
Lichtenberger, Germany and Its Evolution in Modern Times.

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Morse, American Gazetteer, 1797.
Tait, Philip Stanfield, The Parricide.
Veitch, Life of Sir William Hamilton.
Blossom, Documents in Evidence.
Webster, Roger Drake.

Gennett & Hosmer, Thought of God.
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John Trumbull, Autobiography, N. Y., 1841.
J. F. Weir, A Brief Sketch of John Trumbull, N. Y., 1901.
Galt, Life and Works of Benjamin West, London, 1820.
Jackson, Life and Works of Benj. West, Phila., 1900.
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John F. Weir, Jervis McEntee, N. Y., 1891.

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Plotinus, Les Enneades de Plotin, tradites for M. N. Bouillet, ed. Hashette, 1857-61, 3 vols., 8°.
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J. T. Wheeler, Analysis and Summary of Old Testament History, Work & Co.
Statesman's Year Book, 1914.
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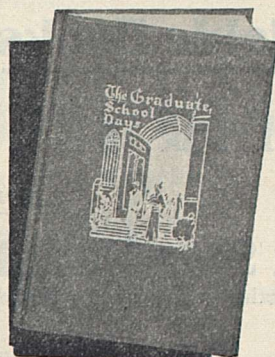
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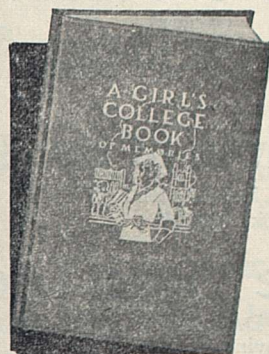
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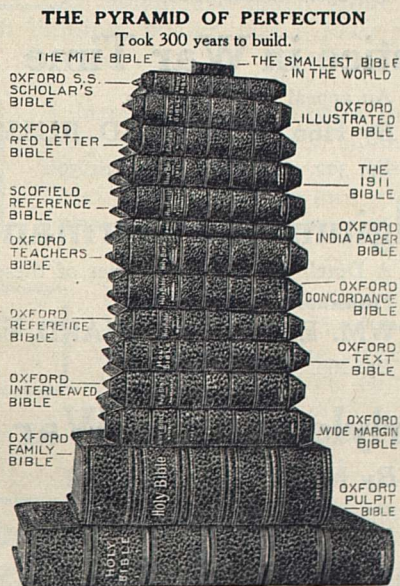
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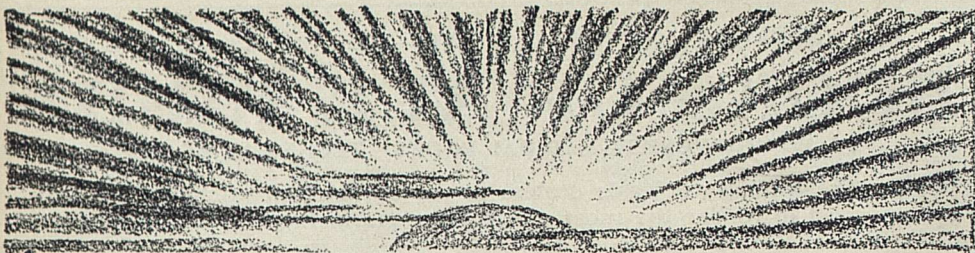
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